TNT+

CROSSTABBING

USER MANUAL

2008

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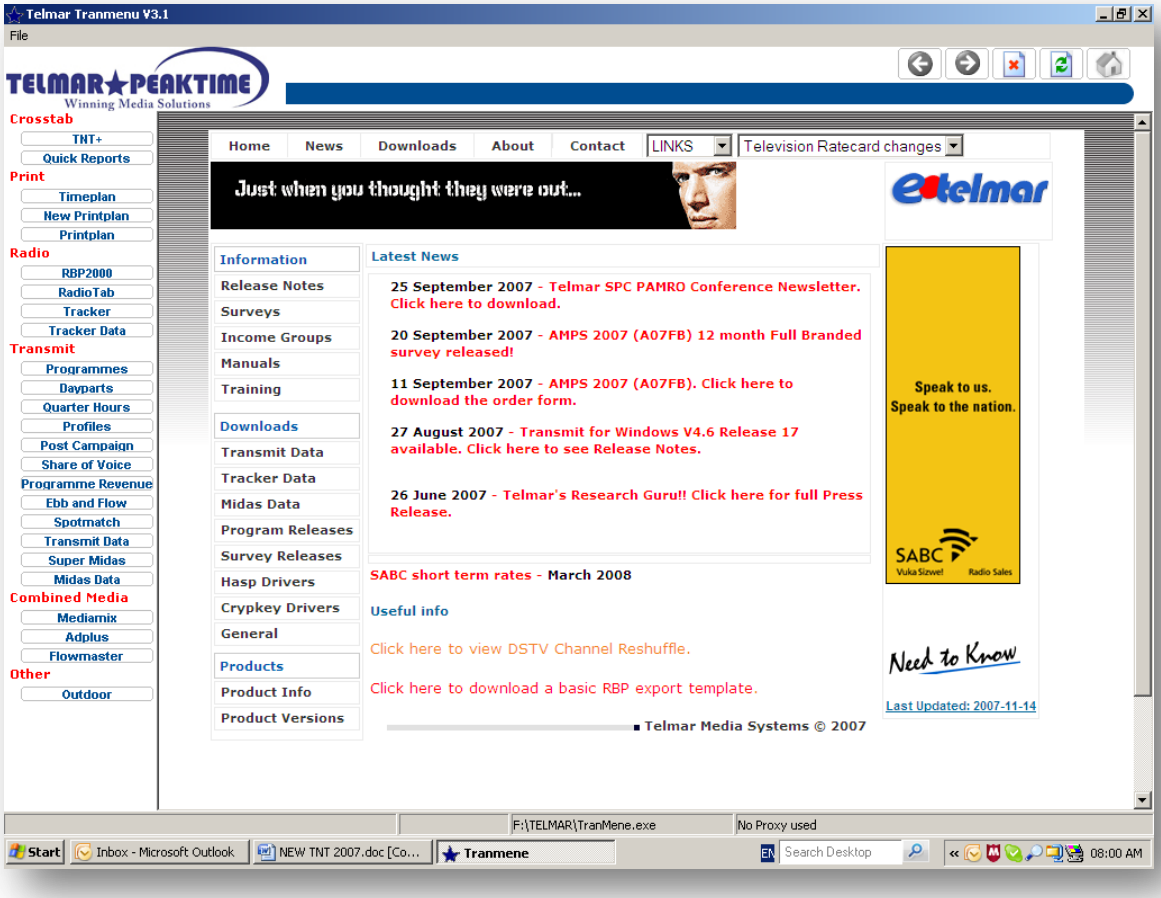
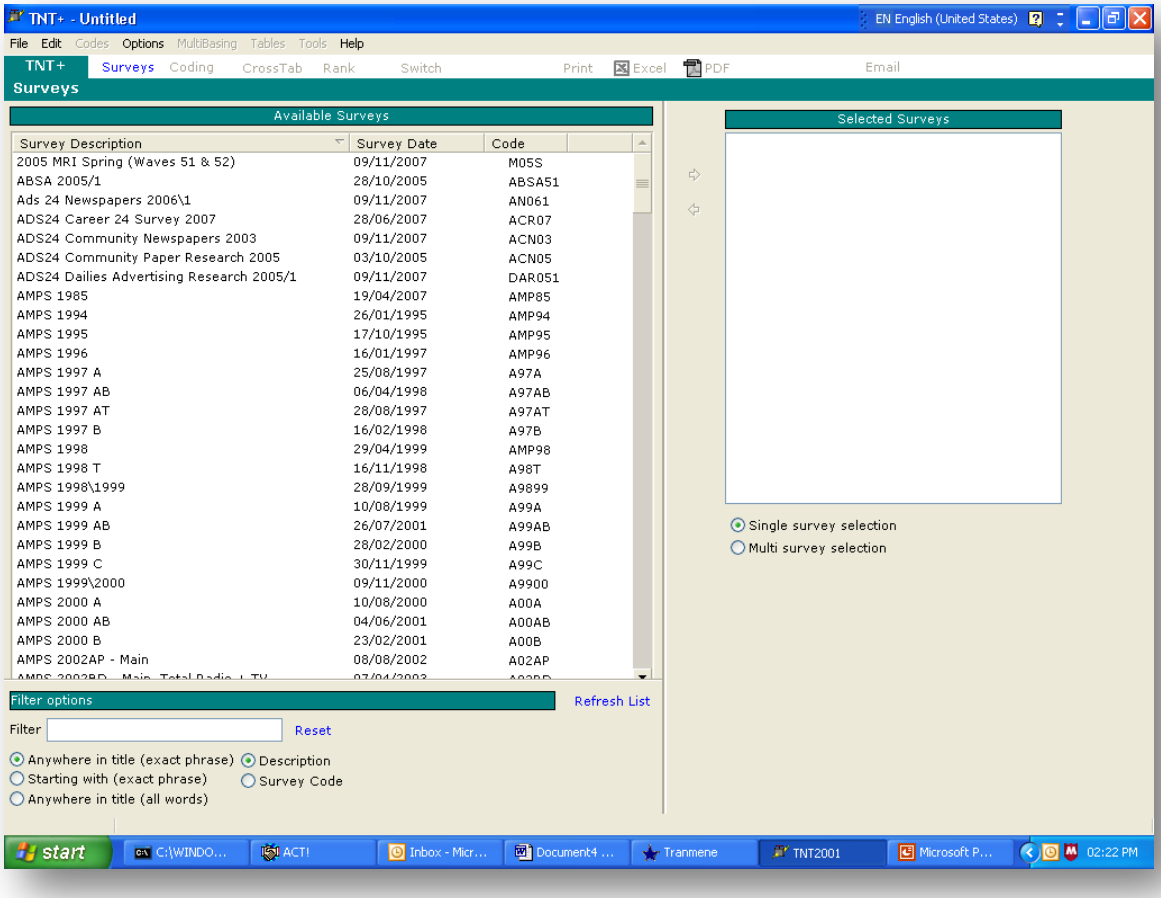
Introduction

TNT Crosstab is a cross tabbing programme designed to analyse different variables against each other.



Survey Selection

Open Screen

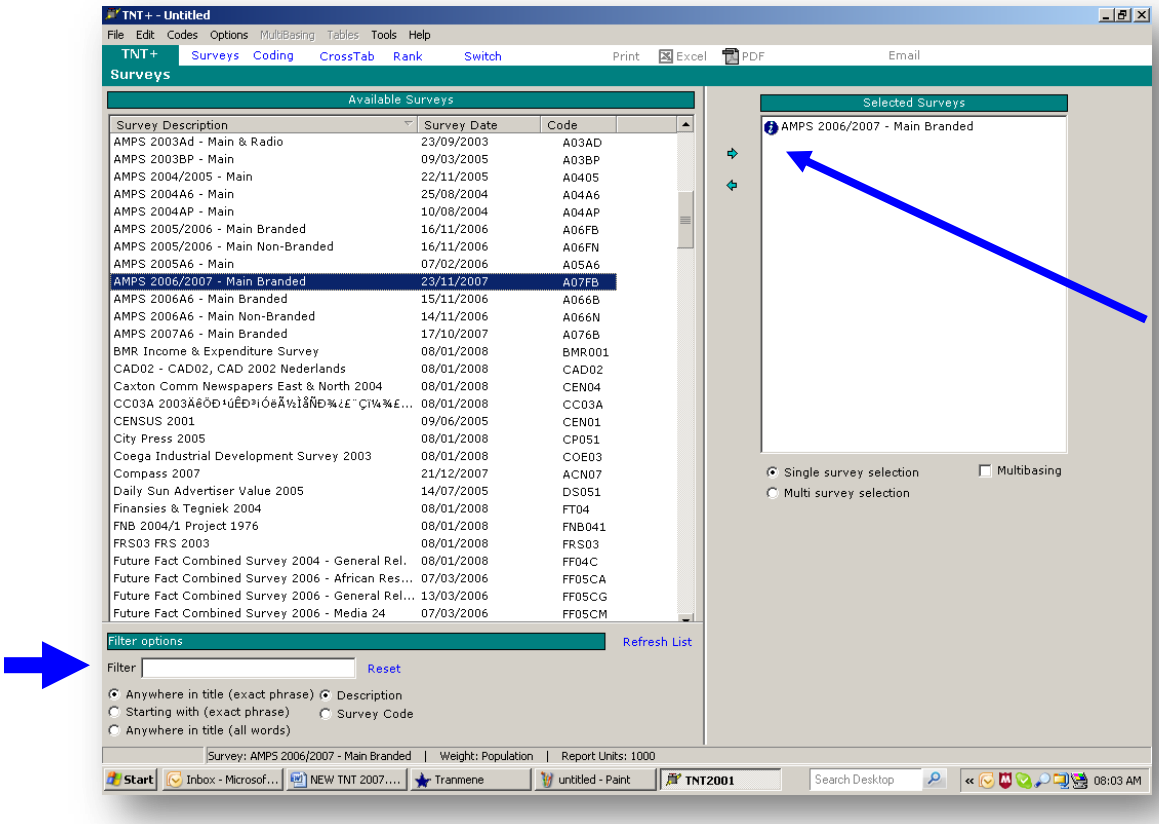


The opening screen and first Tab is **SURVEYS**. In the left hand list box, is the list of available surveys. You can choose one or more surveys. The last survey chosen will be used for the coding displayed.

Finding a Survey

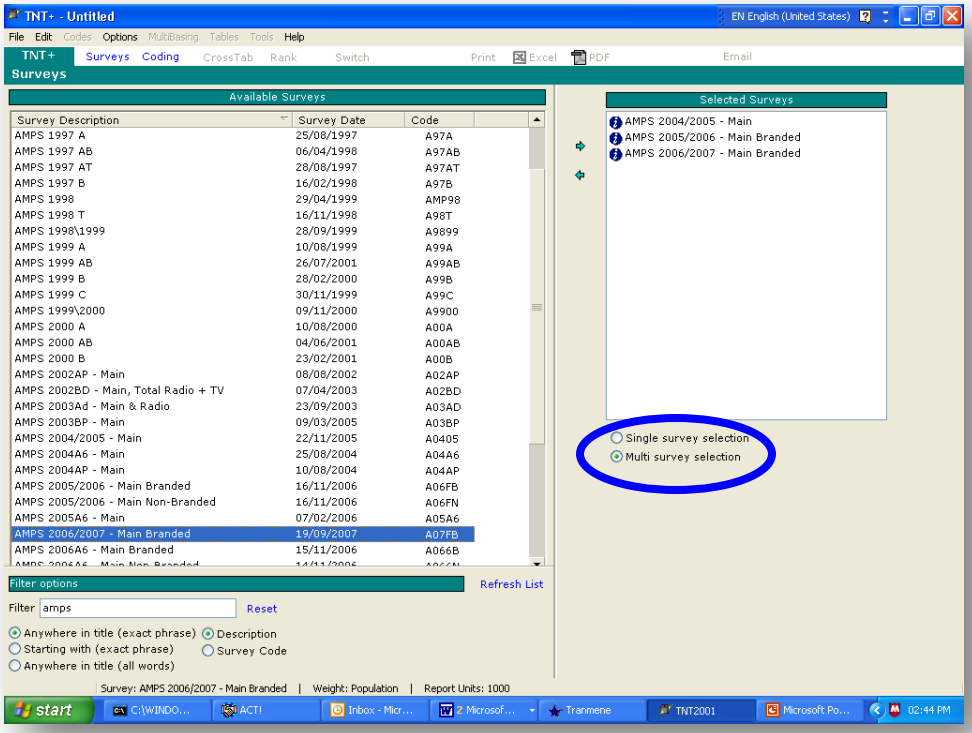
To help **find a survey** within a long list is possible by using filter. Searching by characters in the title or having a title beginning with a character(s). The following example has filtered AMPS so that only those surveys with AMPS in the title appear in the list box.

A survey can be selected by either highlighting the survey and double clicking or highlighting and using the arrows to select. To deselect, highlight the survey in the selected list box and use the arrow.



R Mouse click for background information on the survey, if available

Single & Multi Survey Mode

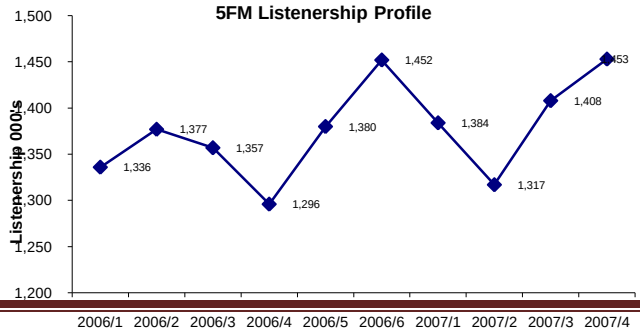


Single Survey Mode

Immediately on selecting a survey in **single survey mode,** the programme automatically moves to the **CODING** screen.

Multi Survey Mode

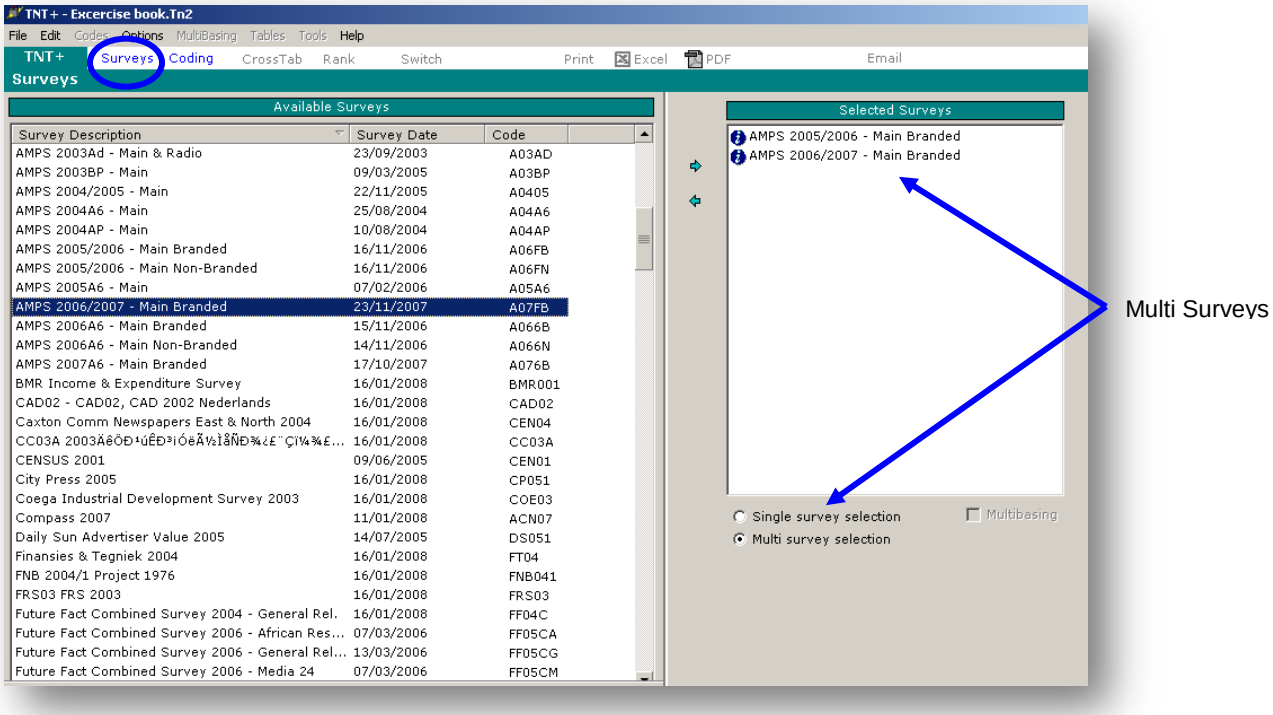
When working in **multi survey mode** the user is able to select a number of surveys by double clicking on the survey or using the arrows to move the survey into the “Selected Surveys” list box on the right hand side. Once all the surveys required are selected the user will then click on the **CODING** Tab. The user will use this function to do trending, eg to see how a radio station is doing over a period of time.

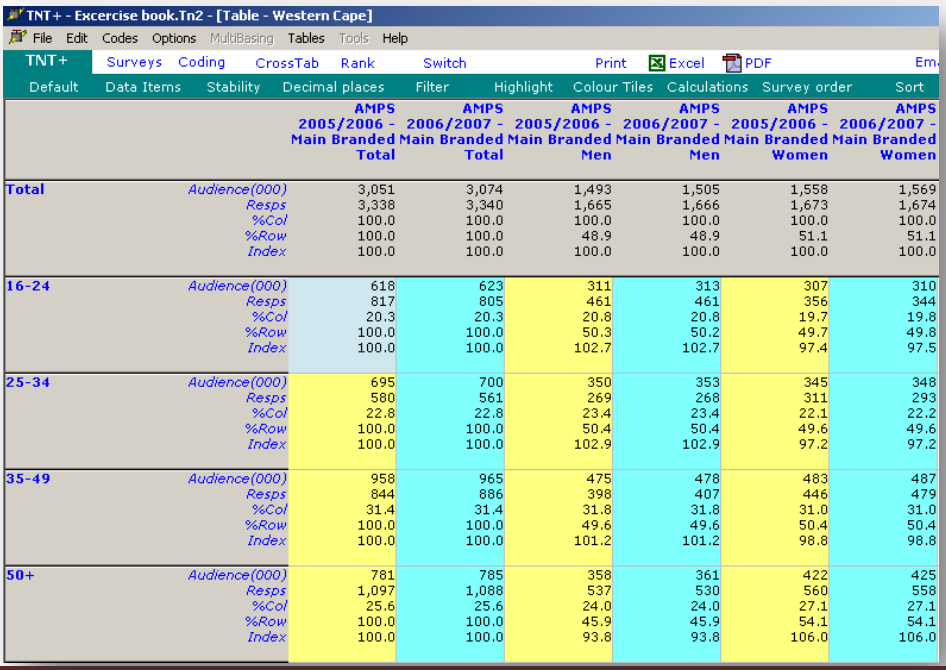


Trending Surveys

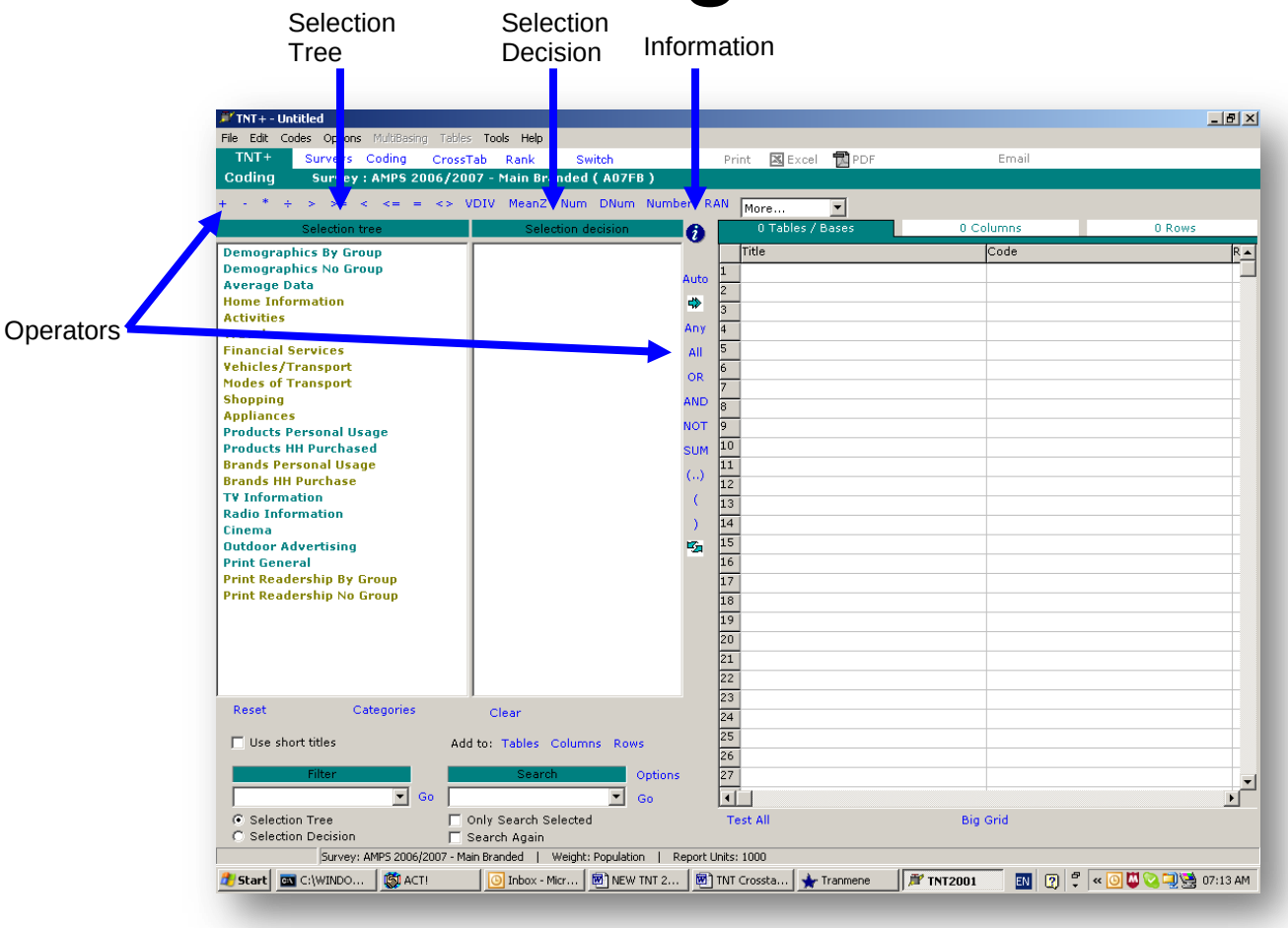
It is possible to trend surveys from within TNT. Select two or more surveys at the survey selection window.

If data is missing in one survey then the cell will be blank





Coding



Moving to the second screen, **Coding,** the window opens with the codebook at the summary level in the left hand list box (Selection Tree). The second list box, "Selection decision", is to hold those options opened from the codebook. When selecting / coded codes, they will move to the right hand side into the required tables/columns and rows grids on the right.

Items of interest pertaining to the survey chosen can be viewed by clicked on the Information icon. Which is also available on the survey selection screen.

Operators can be found on the bar above the selection boxes and on the bar between the Selection decision box and the Tables/Columns/Rows grids. These operators can be moved from either the horizontal bar to the vertical and visa versa.

The two list boxes, Selection Tree and Selection Decision, can be sized in width by grabbing the edge of the first column and moving it wider or smaller.

Combine Codes:

- **OR:** Always within a Category
- **AND:** Always between Categories
- **ANY:** Same as OR
- **ALL:** Same as AND
- **( ):** Combining a section

eg.

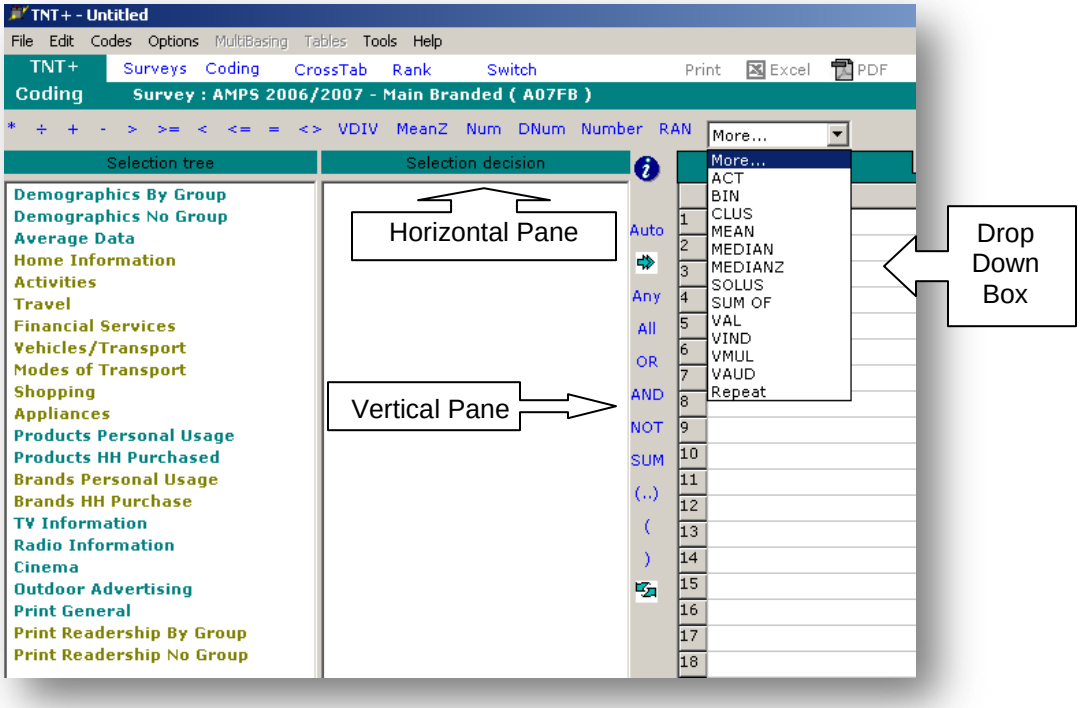
- Men **AND** (Age 16-24 **OR** Age25-34) **AND** Matric
- Women **AND** (LSM 5 **OR** LSM 6 **OR** LSM 7) **AND** Gauteng

Customising Operator Display

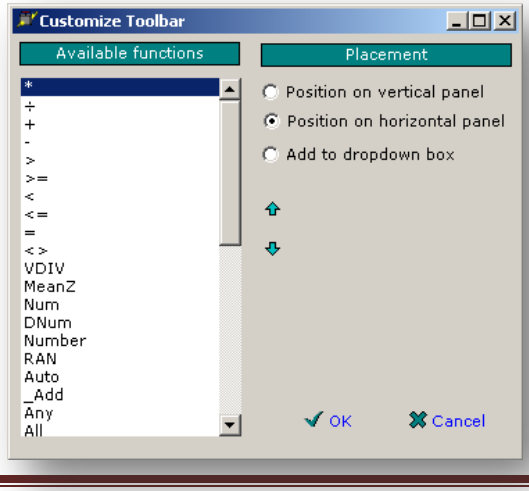
All Operators can be customised to suit your individual needs. Right mouse click on the **Horizontal Panel, Vertical Panel or Drop Down Box**, to make your decision.

Select either: Customise buttons – this will change the position of the buttons; or

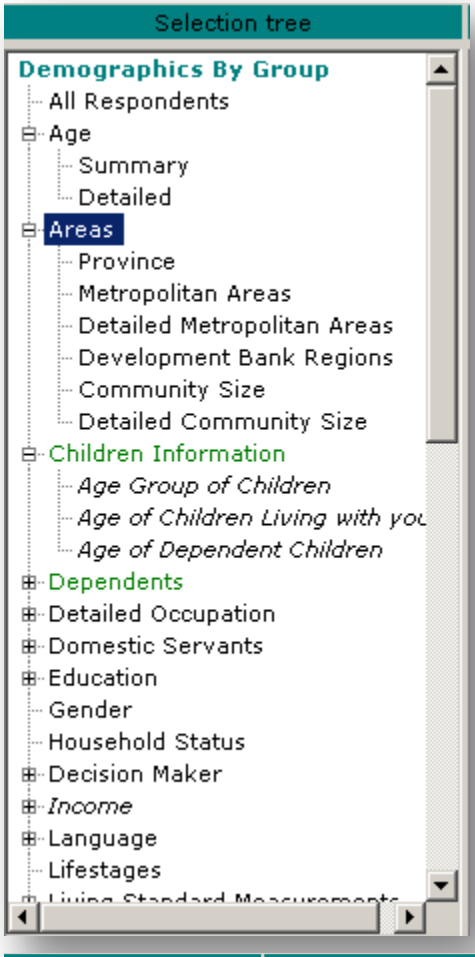
Set default buttons – this will put the buttons back where they originally were



Placement of buttons: In order to move buttons to different areas, R-click on either the horizontal or Vertical Operator bars, and then click on Customize Toolbars

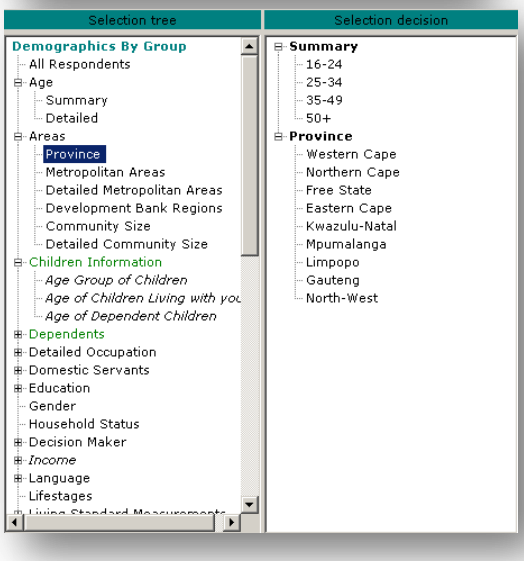


Selection Tree



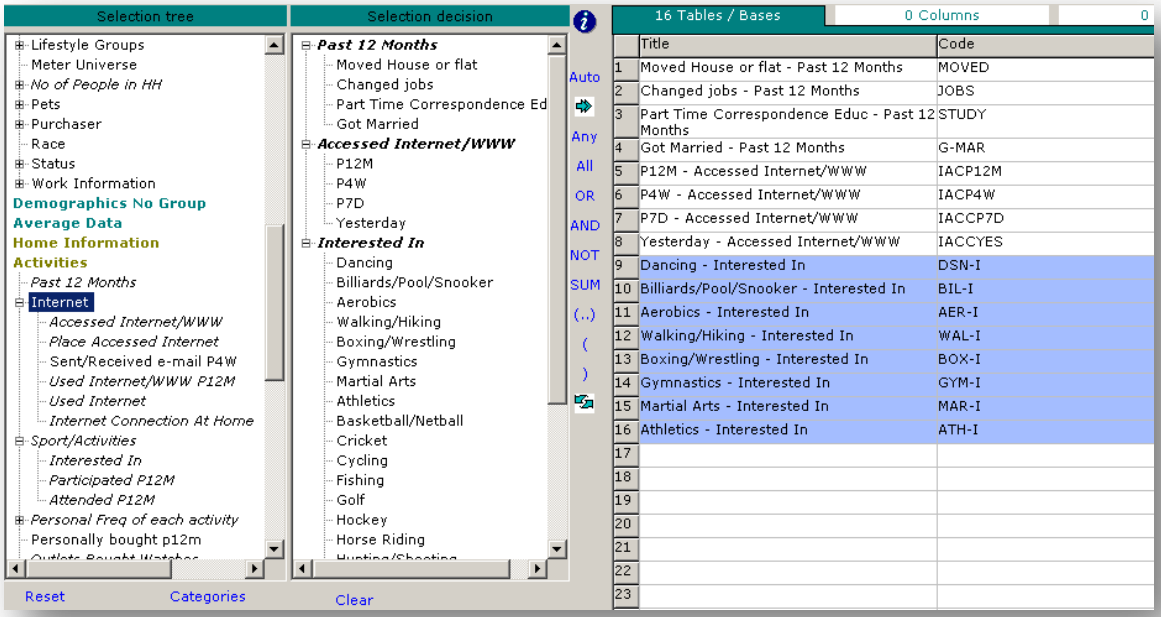
The first list box is the Selection Tree (code book)

- ❖ Click on a heading and the tree will open up another level.
- ❖ When there is a + sign there is still a further level
- ❖ When the – is reached, then that is the last level.
- ❖ When an item in the last level is highlighted and clicked on it will move over to the Selection decision column.
- ❖ For ease of use text that has the option of both long titles and short titles is displayed in *italic.*



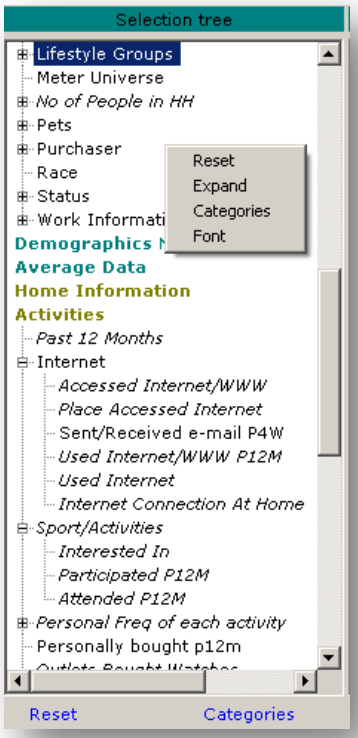
- ❖ An item(s) in the codebook can be selected for tables or columns or rows. They can be selected in a variety of ways. For example, having opened *Demographics, Age and Province* groups are opened and the options within that group, are moved to the *Selection Decision* box.
- ❖ From the *Selection Decision* tree, coding is done. See coding procedure.
- ❖ You can select data from the Selection tree straight to the table/column and row grids.

The example below shows that having highlighted ACTIVITIES and then used the **double arrows** in the vertical panel to select all the ACTIVITIES and move them straight into the grid without having to open up each one into the Selection Decision box.

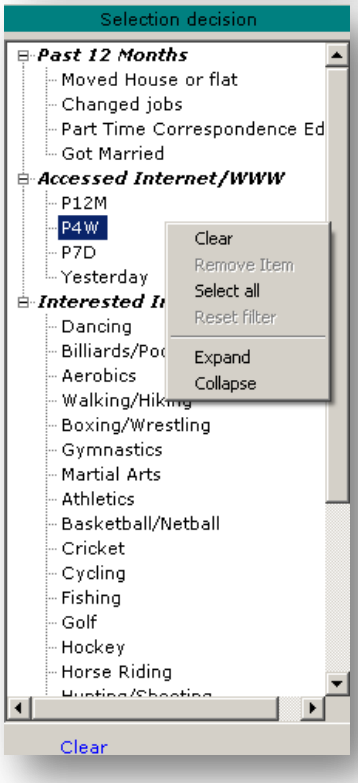


When selecting all option under one category, you can simple just double click on the category heading in the Selection Decision Box and it will automatically move into the selected tab.

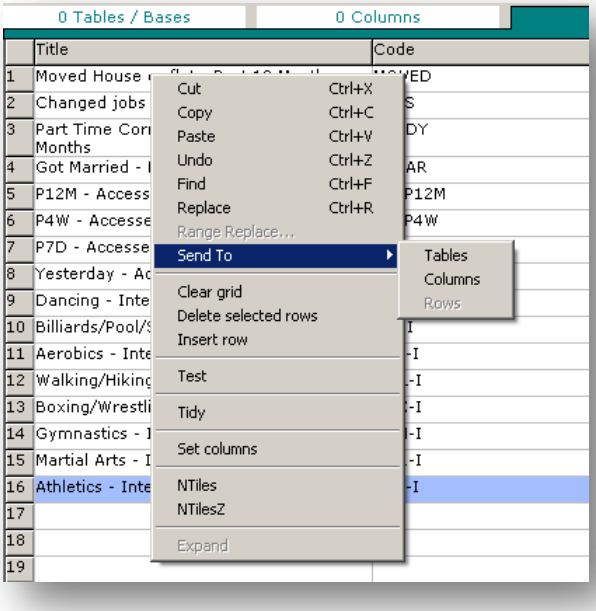
Right mouse clicking while pointing to the Selection Tree list box will bring up a menu:



- **Reset:** Will collapse the grid
- **Expand:** Will expand all groups to the widest level
- **Categories:** Will limit the display to selected items



- **Clear:** Removes all items from the selection decision box
- **Remove Item:** To remove just one category on the selection decision box
- **Select all:** Highlights all items in the selection decision box
- **Reset Filter:** If a filter has been processed, this option returns all the original items to the selection decision box
- **Expand:** To expand the category to see the coding
- **Collapse:** To collapse the category.

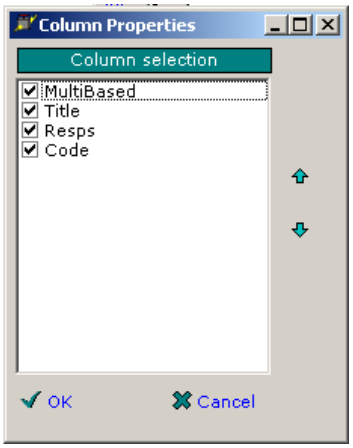


In the grid, by R-Click, you will find the following menu:

- **Cut:** Cut the selected cells
- **Copy:** Copies the selected cells
- **Paste:** Pastes the copied / cut cells to a new location
- **Undo:** Undo the last command
- **Find:** Finds specified text either in the codes or the titles
- **Replace:** Replaces the specified text with alternative text
- **Send to:** Send selected items to either Tables / Columns / Rows
- **Clear grid:** Clear entire grid
- **Delete selected rows:** Delete selected row
- **Insert row:** Insert row where required. Highlight that row and add your code
- **Test:** This option is used to ensure that individual coding is correct and to calculate and display the audience and respondents. This does not take into account any of the other filters added to Table / column / rows.
- **Tidy:** Will remove all duplicate text from the Title of each table / column / row.

	Title	Code
1	Cold Drinks Medium or Cold Drinks Heavy	(CDRINK-M , CDRINK-H)
2	Diet Cold Drinks Medium or Diet Cold Drinks Heavy	(DDRINK-M , DDRINK-H)
3	Iced Tea Medium or Iced Tea Heavy	(ICEDTE-M , ICEDTE-H)
4		

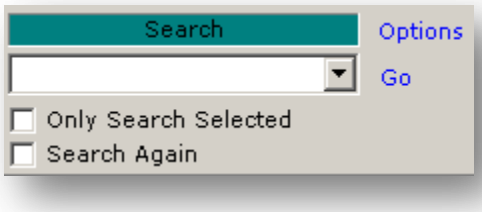
	Title	Code
1	Cold Drinks Medium or Heavy	(CDRINK-M , CDRINK-H)
2	Diet Cold Drinks Medium or Heavy	(DDRINK-M , DDRINK-H)
3	Iced Tea Medium or Heavy	(ICEDTE-M , ICEDTE-H)
4		



- **Set Columns:** The view defaults to showing codes and titles, to the right are Respondents and Population. The user can control the order of and viewing of these columns. Right mouse click on a column to obtain the menu. Click on set columns.

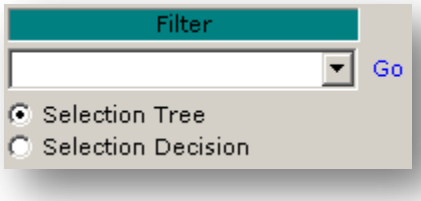
- **Ntiles:** N-Tiles allows the user to create their own frequency distribution and group the results into sections or tiles. For example N-tiles could be used to create light, medium and heavy breakdowns of the user's choice. See explanation later in document.

Search



The Search option helps finding required questions.

Filter



The filter option reduces the display to the required elements. Filtering can be done on either the "Selection Tree cell" or by the "Selection Decision cell".

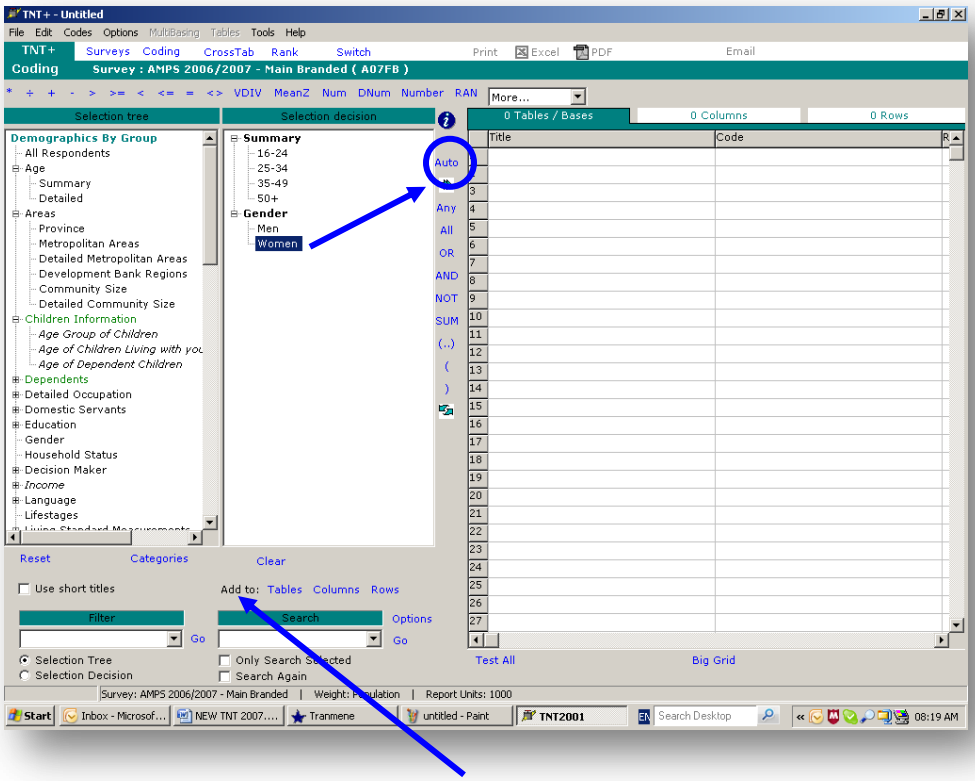
- The required filter (text) is entered into the filter box and then click on ***Go***.

Selection Methods

There are many ways to select an item for inclusion in the analysis.

Selecting a Single item

- Click on Women (highlight) and use the to move across to the focused window, eg. Tables



- Click on Women (highlight) and use the **"Add To"** option to move to whichever window you require – Tables / Columns / Rows
- Double click on Women and it will automatically move over to the focused window, eg. Tables

Selecting Multiple Items As Separate Tables/Columns Or Rows.

(a) Click on the heading of the category within the selection decision box or within the Selection tree box and use the to move across the items to the focused window, e.g. Columns.

(b) Double click on the heading of the category window in the selection decision box and all the items will automatically move over to the focused window.

(c) Highlight the required items by either clicking on each item with the ctrl key or the shift key held down and use the to move across the items to the focused window, e.g. Columns.

(d) Do either of the above and use the **"Add to"** option without needing the focus of the grids to be set.

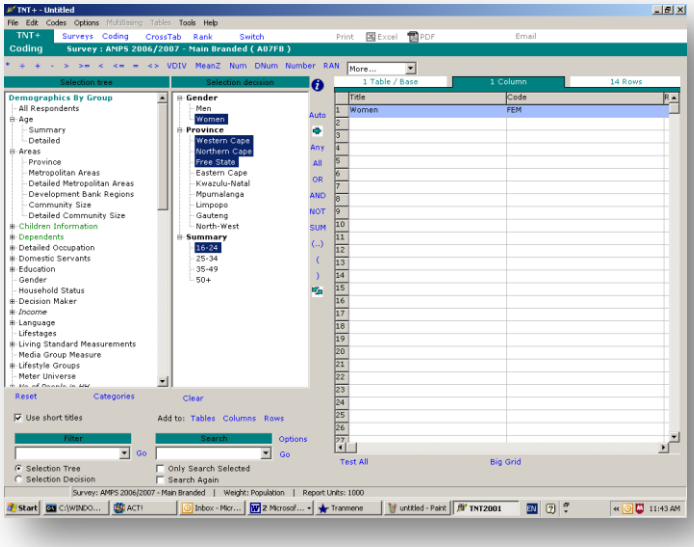
Selecting multiple items to be joined together with coding automatically

The program can join together multiple items with the minimum of effort by the user.

Auto Coding

(a) Select multiple items **within** a group and click Auto and the program will automatically join these items together with **OR.**

(b) Select multiple items from within a group and then also within other groups and click on Auto and the program will automatically join the items within each group with OR (,) and then between groups with AND (.), and will add parentheses (Brackets) as appropriate.



(c) Select multiple items and click on ***ALL*** and all the items will be joined together with AND. **Note**: This gives the duplication between codes.

(d) Select multiple items and click on ***ANY*** and all the items will be joined together with OR. (Brackets will be added to the coding automatically.) **Note**: This gives the net value of the codes.

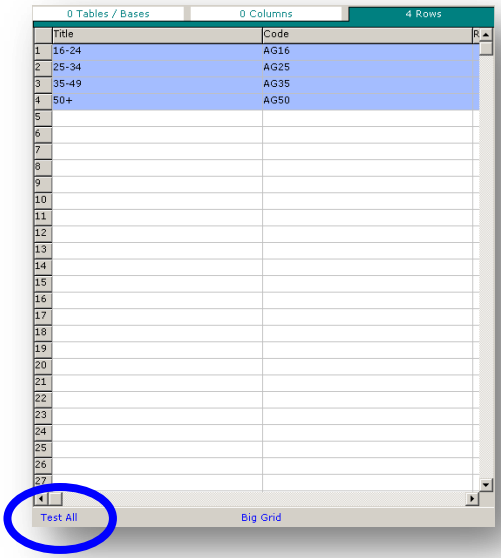
- E.g. Outdoor Past 7 days total – have you seen **ANY** of the following outdoor types

(e) Select multiple items and click on ***SUM*** and all the items will be joined together with PLUS (+) **Note**: This gives the gross value of the codes.

- E.g. All those who read 1 Daily Newspaper title only. Thus, it will add everyone together (Readership)

Test All

- By clicking on Test All under the coding window will calculate the Population and Respondents for the active cell: Tables, Columns or Rows.
- **Note**: the results are **NOT** filtered; it is the total respondents for the specified coding.



Use Short Titles

To remove appended titling, click on Use short titles. For example, using TV viewership P7D, where “Past 7 days” is appended to the titling. If “use short titles” is switched on then “Past 7 days” is omitted from the titles.

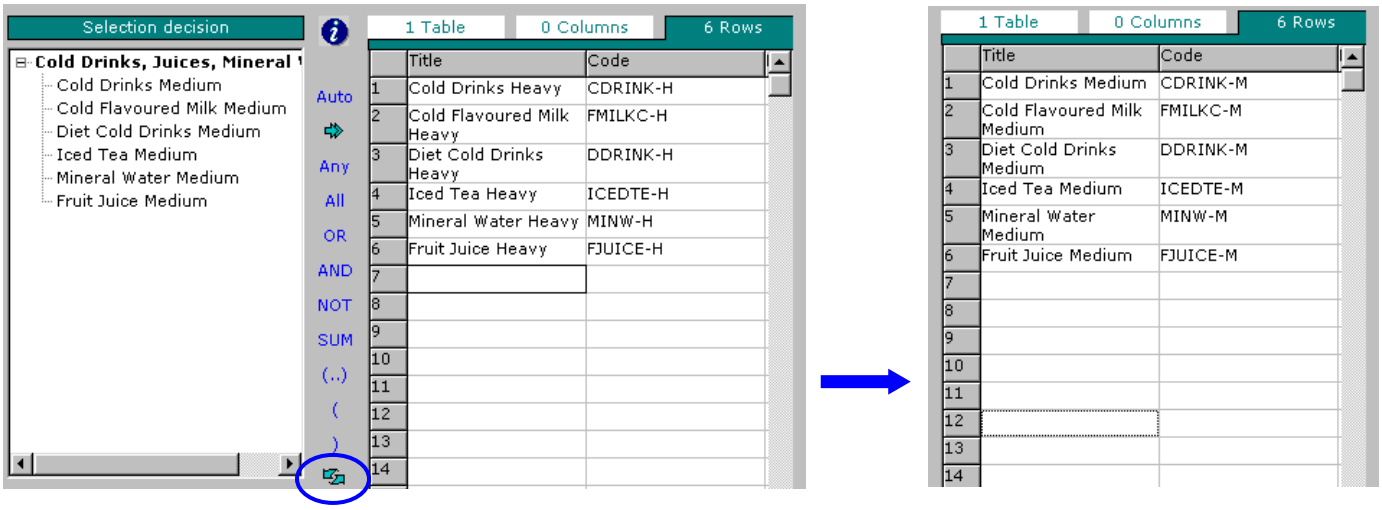
	Title	Code
1	e-TV - Past 7 days	E-TVP7D
2	Mnet Main Service - Past 7 days	MNETMP7D
3	SABC 1	SABC1P7D
4	SABC 2	SABC2P7D
5	SABC 3	SABC3P7D

For ease of use text that has the option of both long titles and short titles is displayed in *italics.*

Replace

To replace one set of tables / columns / rows with an alternative set, highlight (select) the set to be replaced in the coding grid and highlight (select) the new set in the Selection decision box, then click on the “replace” arrows and the old set will be substituted with the new set.

For example: Heavy consumers of drinks have been replaced with Medium consumers of drinks.

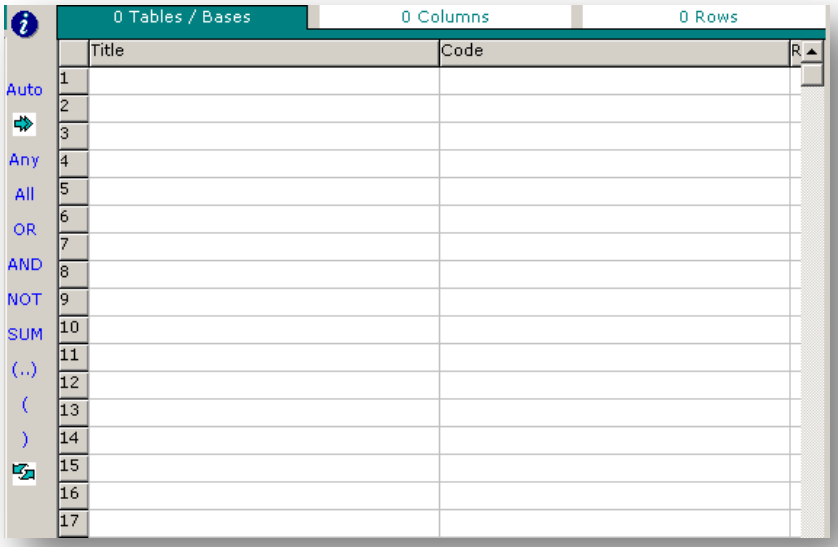


Replace Arrows

Coding Grid

To change focus of the Tables, Columns and Rows windows click on the title of the Window banner.

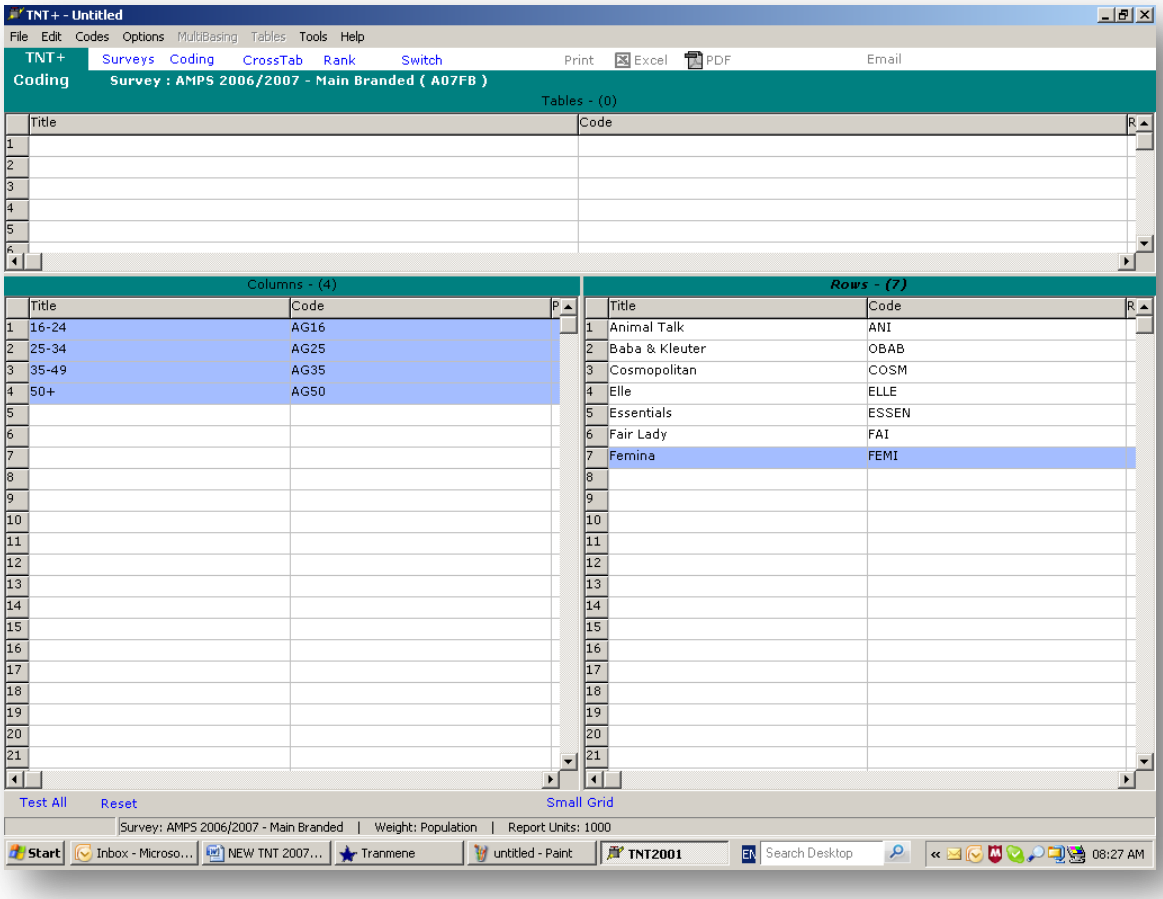
The active item is shown in **Teal**



Big Grid

The user can switch to Big Grid by clicking on “Big Grid” at the base of the coding grid. The display then changes so that the coding grid fills the screen.

- While in this view, highlighted (selected) items can be dragged and dropped between the Tables, Columns and Rows.



Clicking on the heading bar of the Tables, Columns or Rows can enlarge the display further. This will then zoom in and display only the selected item. This is useful for editing long coding. Reset will take it back to the default look.

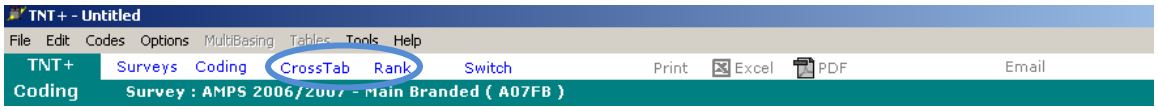
To get back to the small grid, click on “Small Grid” and it will move back to the original grid layout.

Running the Analysis

There are two options to running the analysis, Crosstab and Rank.

- **CrossTab** will show the data with multiple data items per row as determined by the items selected below each other.
- **Rank** will show the data with multiple data items in columns as determined by the items selected

To run an analysis, select either the **CrossTab** item or the **Rank** item on the flat tabs.

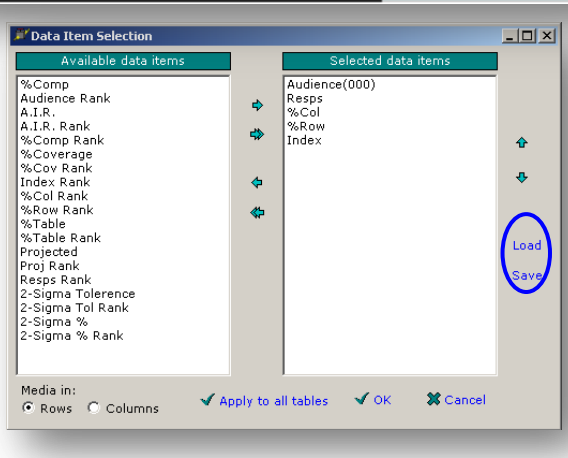


CrossTab Format

		Total	Men
Total	*Audience(000)*	31,109	15,501
	Resps	24,812	12,405
	%Col	100.0	100.0
	%Row	100.0	49.8
	Index	100.0	100.0
16-24	*Audience(000)*	8,214	4,190
	Resps	6,653	3,808
	%Col	26.4	27.0
	%Row	100.0	51.0
	Index	100.0	102.4
25-34	*Audience(000)*	7,471	3,897
	Resps	5,248	2,550
	%Col	24.0	25.1
	%Row	100.0	52.2
	Index	100.0	104.7

Rank Format

		Men				
		Audience(000)	Resps	%Col	%Row	Index
	Total	15,501	12,405	100.0	49.8	100.0
1.	16-24	4,190	3,808	27.0	51.0	102.4
2.	25-34	3,897	2,550	25.1	52.2	104.7
3.	35-49	4,131	2,849	26.7	49.6	99.5
4.	50+	3,283	3,198	21.2	46.3	92.9

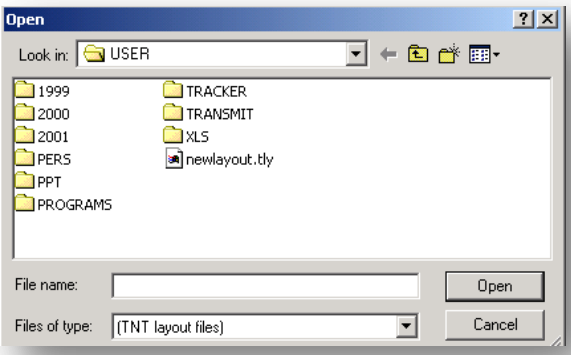


In order to see more or less data per row, the layout can be changed via Layout

Saving / Loading a Layout

Saving the layout

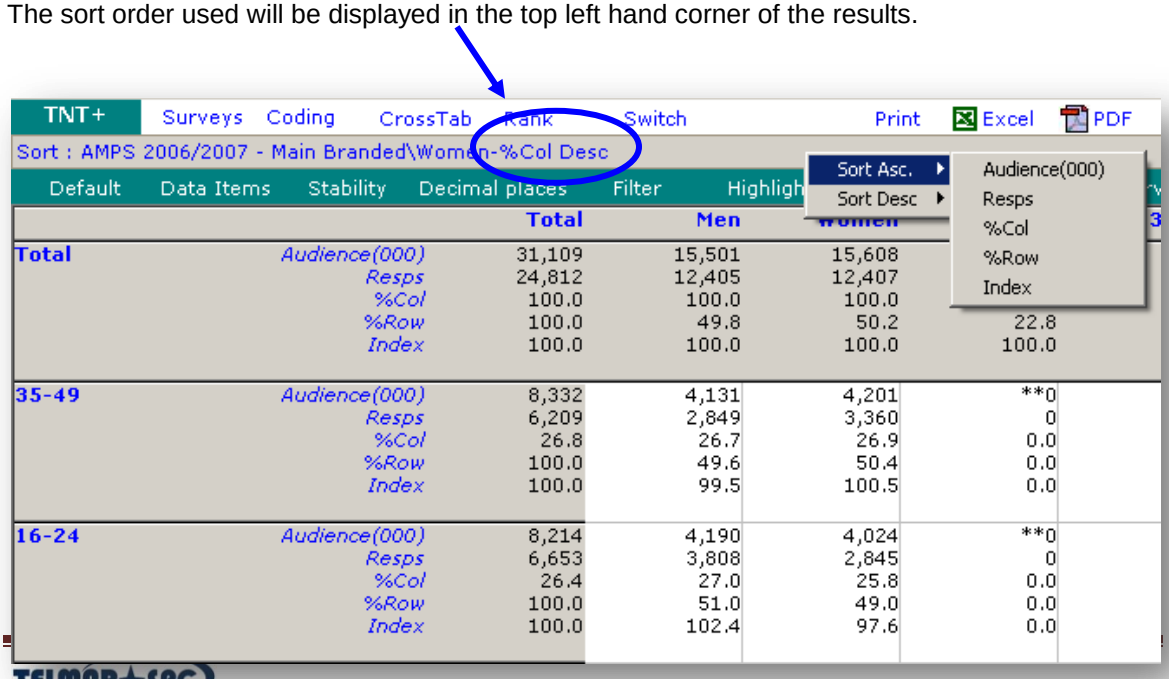
Having selected items to be displayed the layout can be saved for future use or as default.



Sorting in Tab format

- To sort in tab format, right mouse click on the column title, choose Ascending or Descending and then an item to sort on.
- To sort a selection of rows highlight the rows by clicking on a cell and dragging the mouse up or down. Then right click on the column title and sort. Only the selected rows will be sorted.

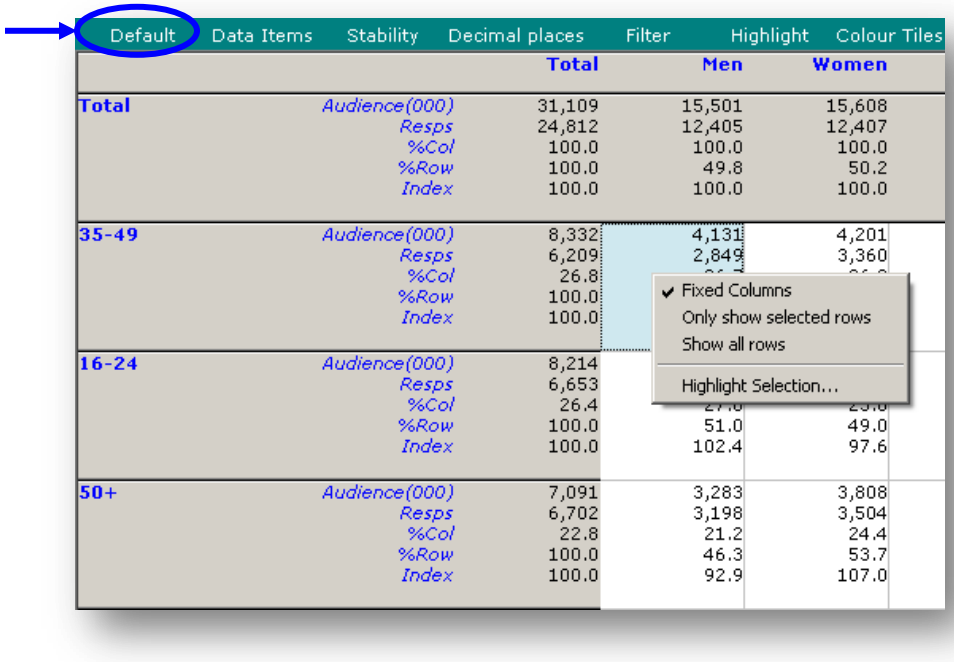
The sort order used will be displayed in the top left hand corner of the results.



Results Grid

Viewing Selected rows only

To reduce the rows viewed, highlight the rows with the actual grid and right mouse click within the rows, then select **Only Show Selected Rows.** Clicking on DEFAULT will restore all the rows.

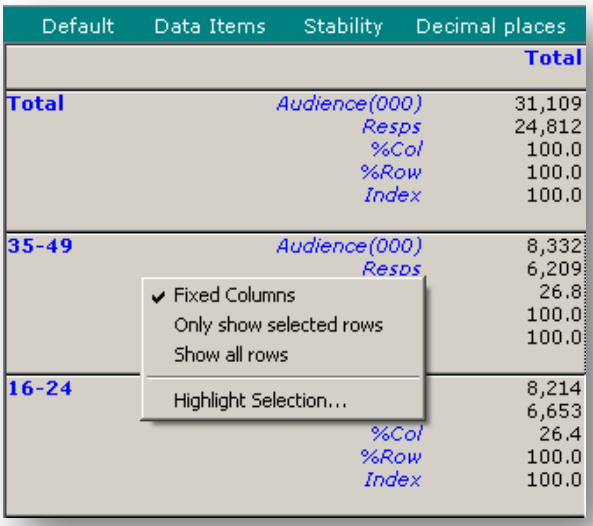


Dragging Columns and Rows

By pointing to the titles of a column or row you wish to move, just hold down the left mouse button and drag. You are able to position the columns or rows in any order.

Fixed Columns

The default setting fixes the row title, data item descriptions and Total column. Right mouse clicking while pointing to the row titles will bring up the option to un-fix the columns. When this option is switched off you are able to resize the row title and data item description columns.



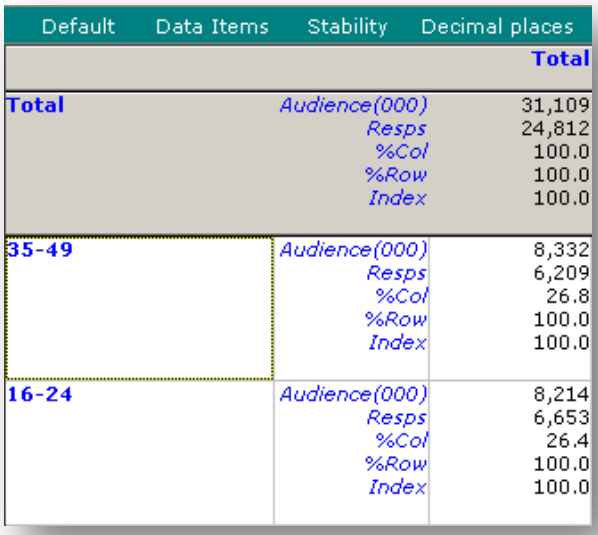
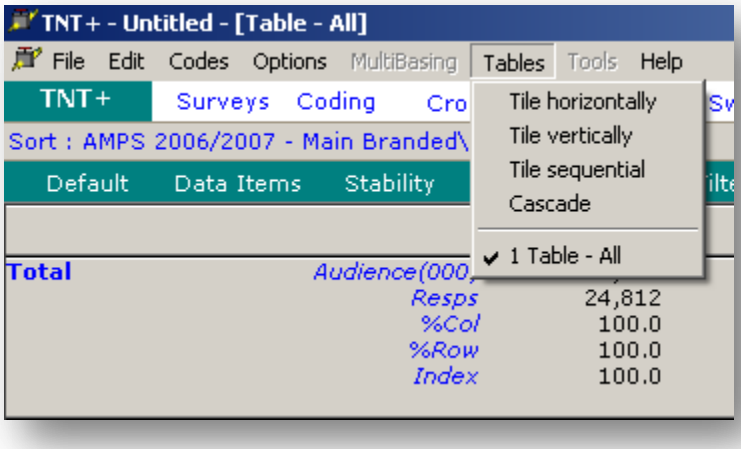
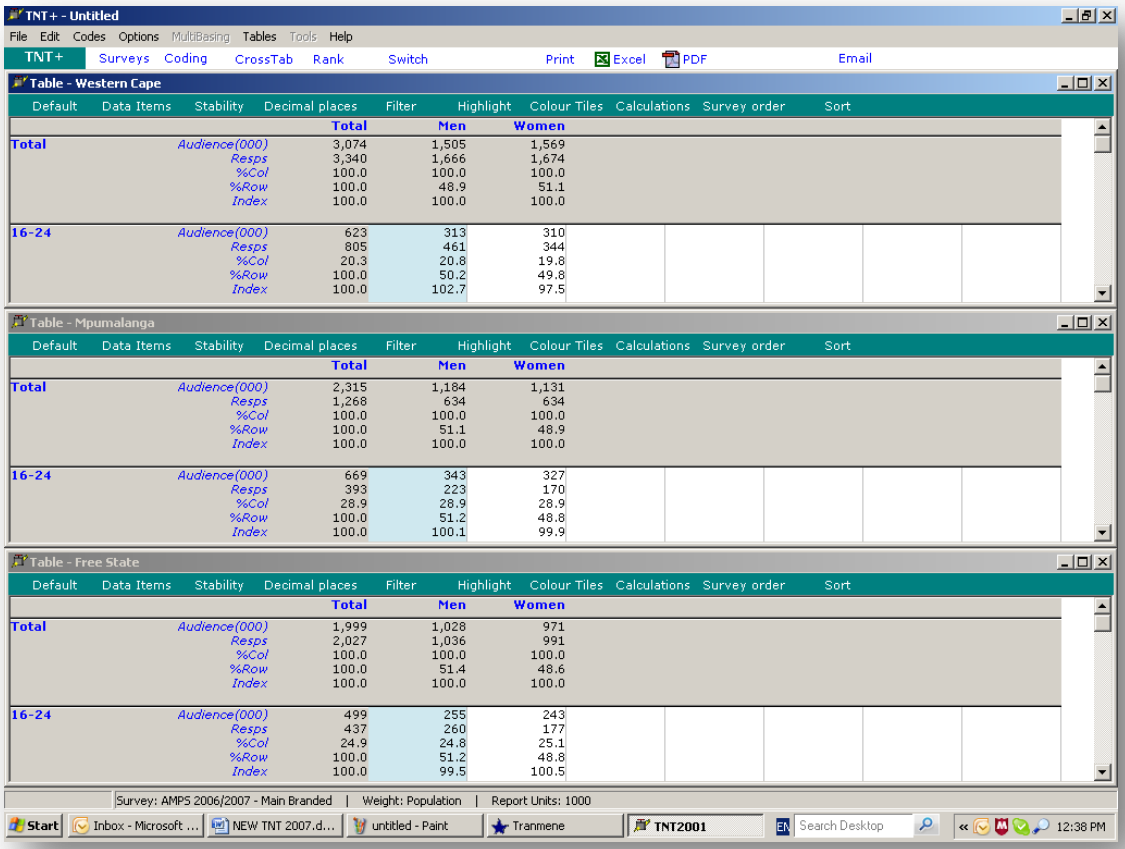


Table Layout

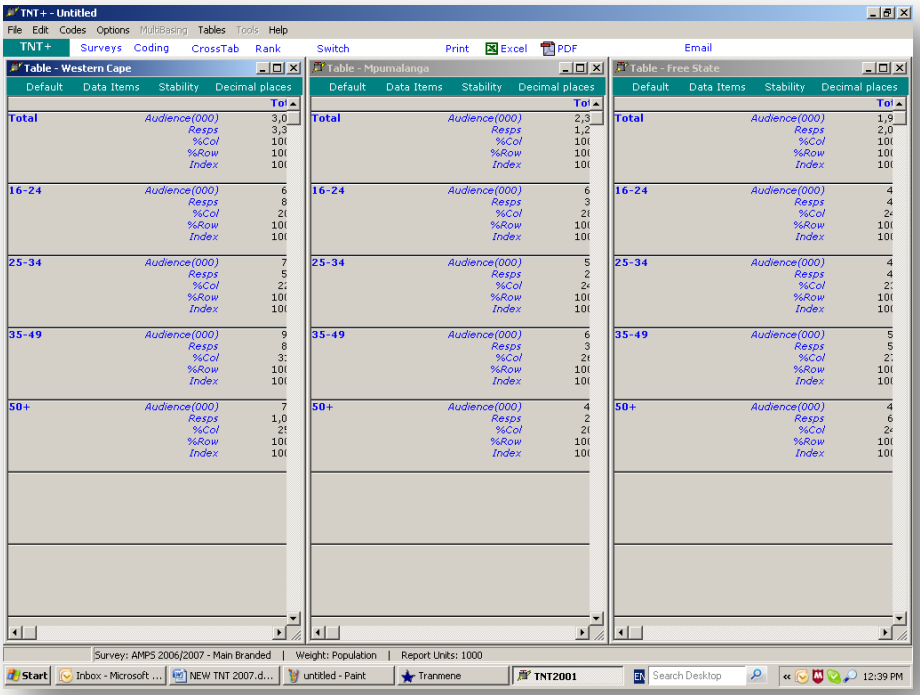


Specific tables can be selected for viewing from the Tables menu or multiple tables can be viewed at the same time by tiling them horizontally, vertically, sequentially or cascading them.

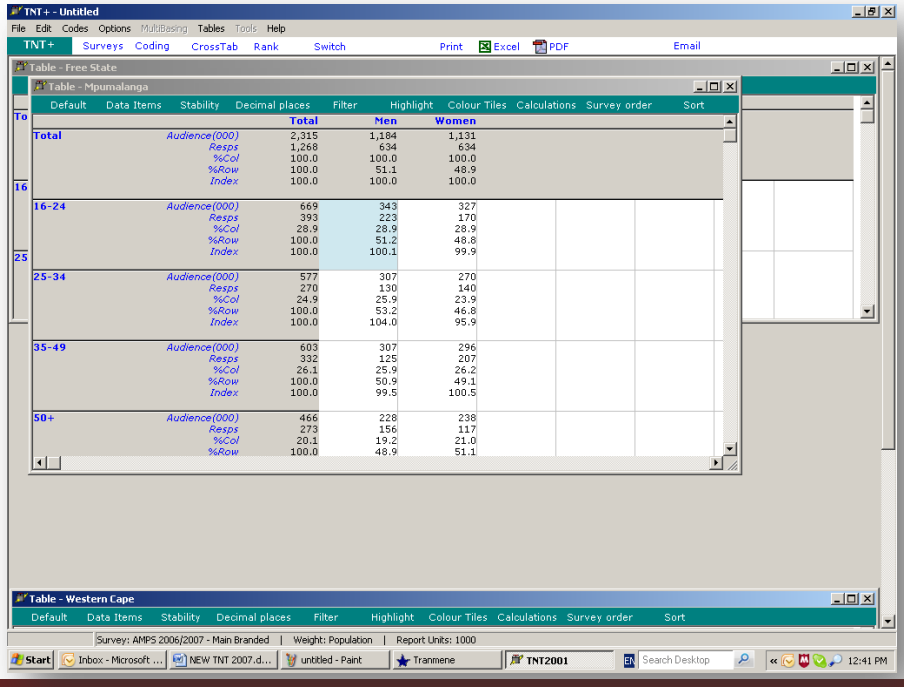
Tile Horizontally



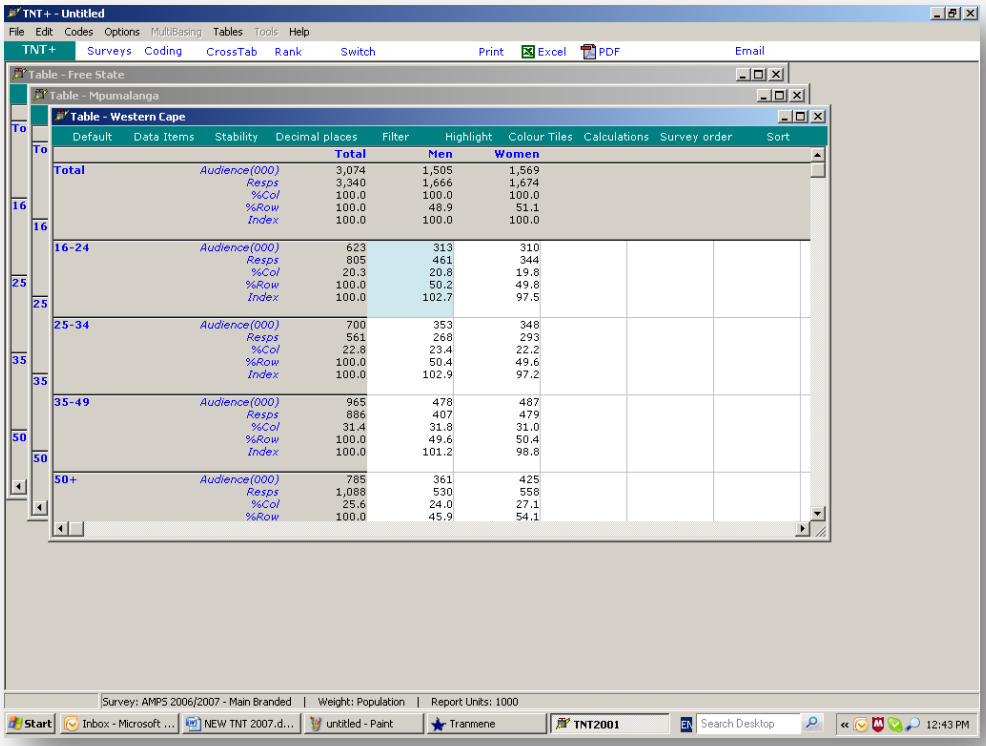
Tile Vertically



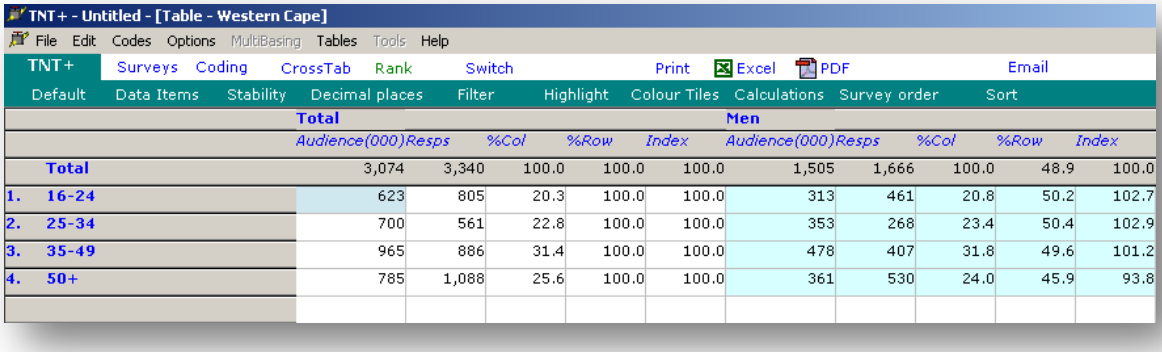
Tile Sequential



Cascade



Rank Format



Sorting in Rank Format

Right click on the title e.g. Audience to sort, right click again to change the sort order.

To sort a selection of rows, highlight the rows by clicking on a cell and dragging the mouse up or down. Right click on the column title to sort. Only the selected rows will be sorted.

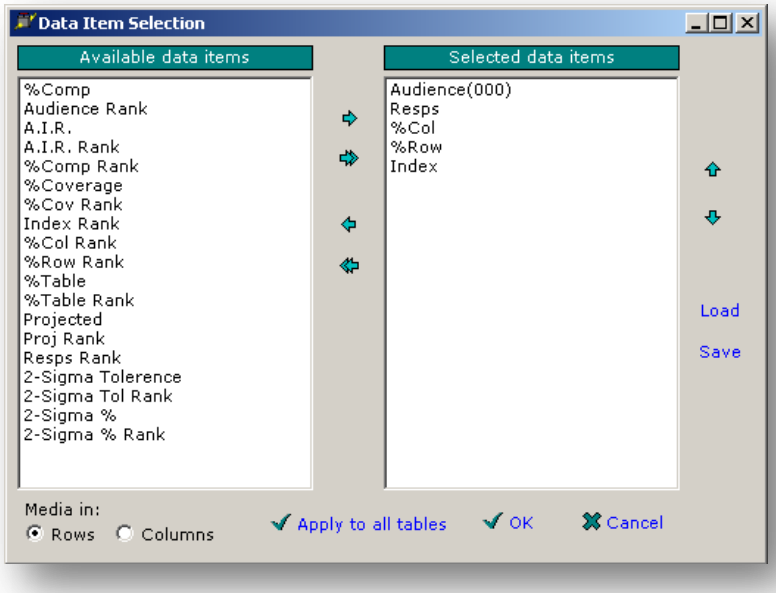
Flat Tabs

Default Grid

Default will return your results to the default setting after making any changes to the display, sort order, highlights, filtering, etc.

Data Items Display

Data items detail all the items selected or available to be selected for display.

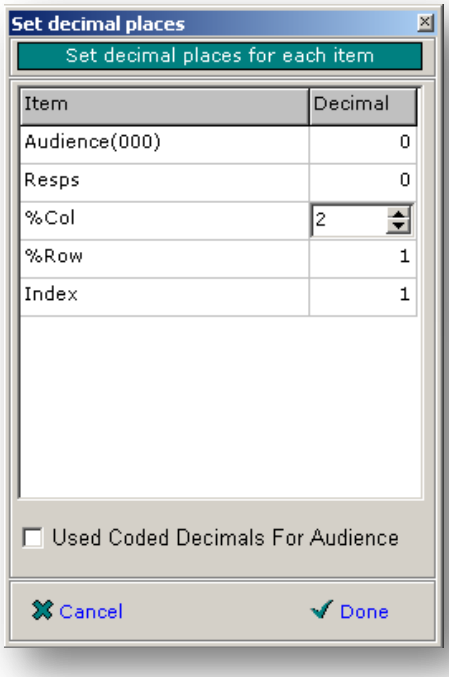


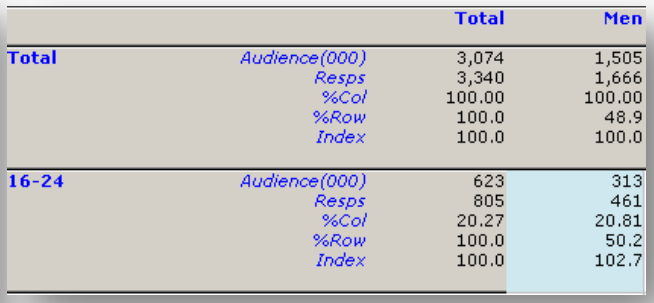
Stability

Clicking the Stability tab will switch the Stability flag alternately on and off. Stability levels can be changed via the Edit/Preferences menu. See Preferences.

- For respondent bases between 50 and 100 = *
- For respondent bases below 50 = **

Decimal Places of data





		Total	Men
Total	Audience(000)	3,074	1,505
	Resps	3,340	1,666
	%Col	100.00	100.00
	%Row	100.0	48.9
	Index	100.0	100.0
16-24	Audience(000)	623	313
	Resps	805	461
	%Col	20.27	20.81
	%Row	100.0	50.2
	Index	100.0	102.7

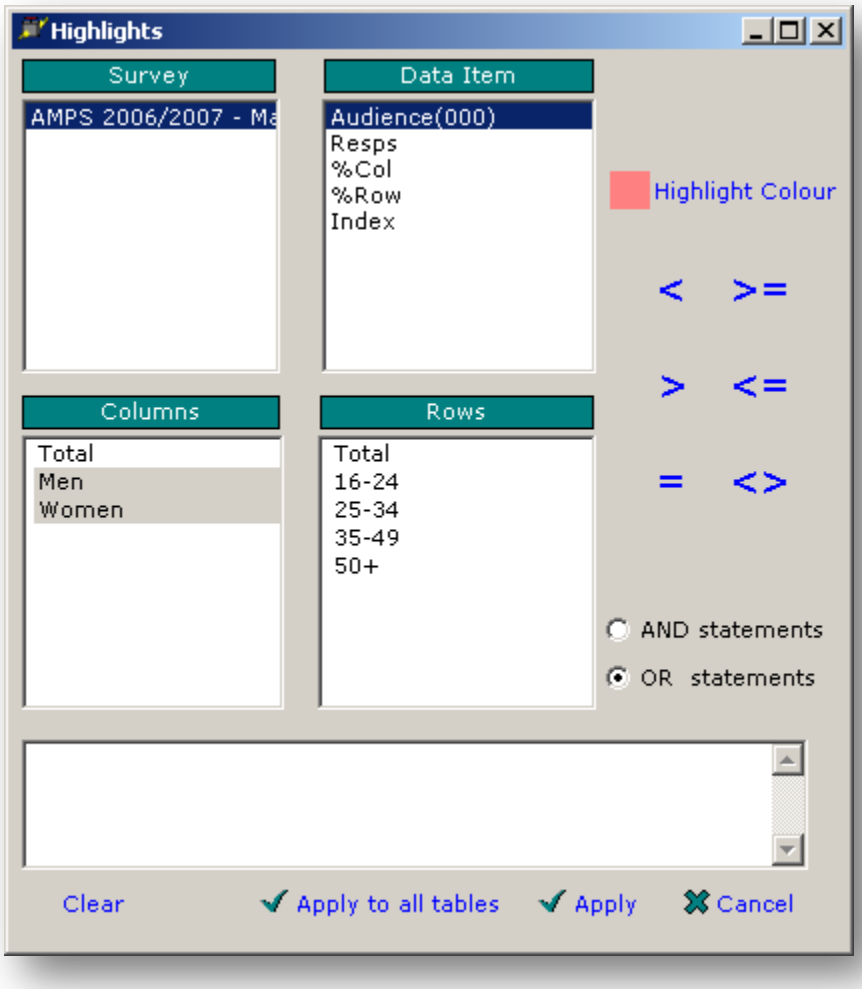
In order to see the data to decimal places click on **Decimal Places** and enter the number of digits required after the decimal.

Filter

Filter will display only those items that meet the specified criteria

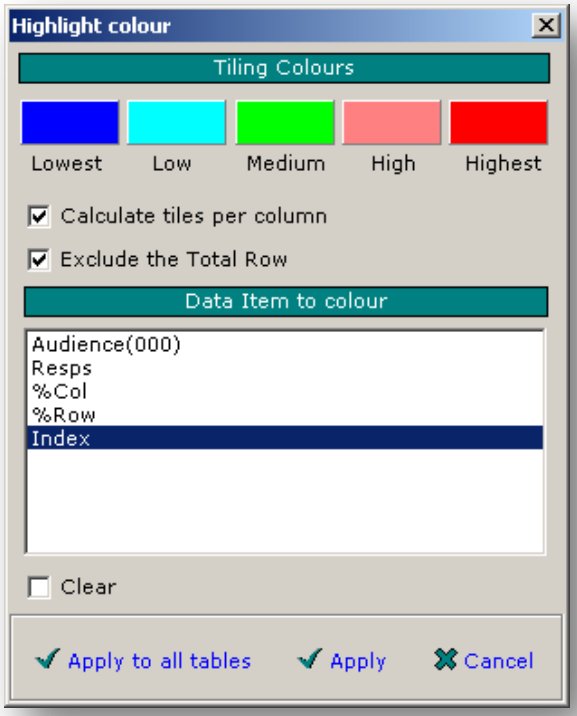
Highlight Data

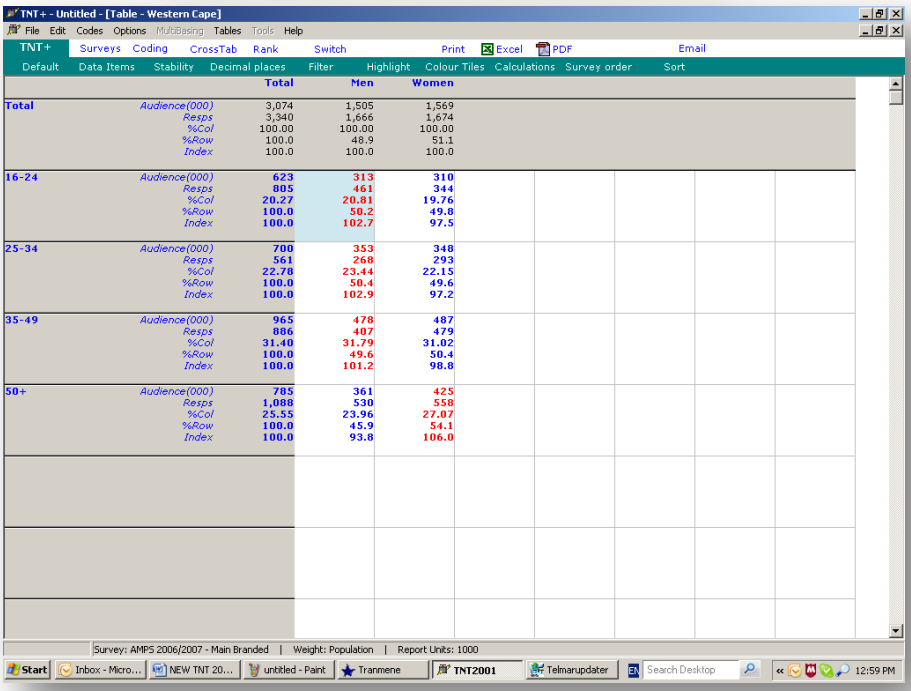
In order to quickly find data that meet certain criteria, Highlight will allow the user to specify a single or a series of criteria, e.g. index > 100 and all the rows that meet that criteria will be highlighted. The highlight colour can be changed by clicking on “Highlight Colour” and selecting a preferred colour.



Colour Tiles

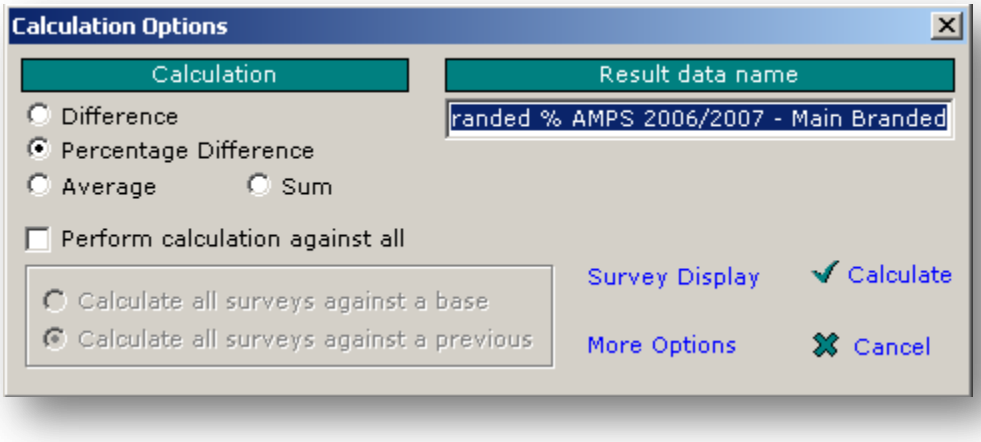
Colour Tiles will colour each block of data according to size. So a high index would be Red, a low index would be Blue. Any data item can be used for the tiling.





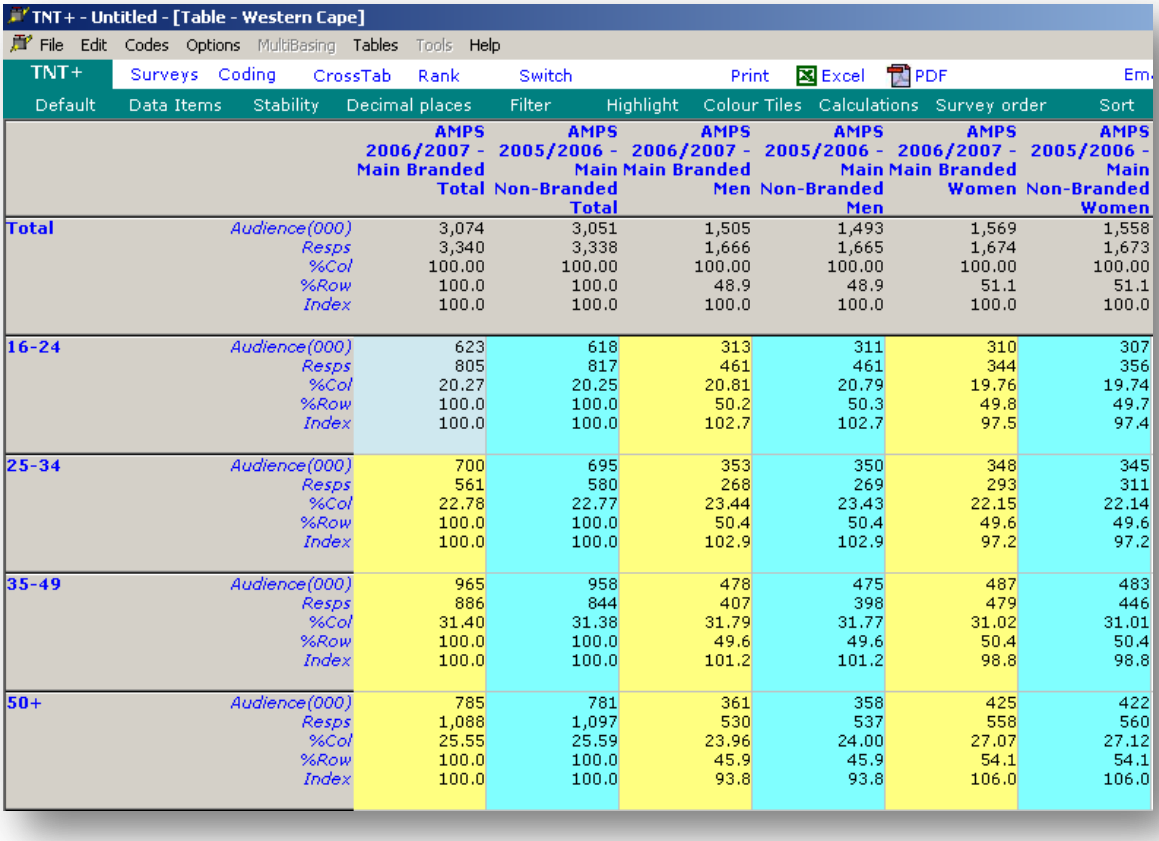
Calculations

This item is valid only if there is more than one survey tabbed. A calculation can be performed on one survey against the other.



Calculation Function

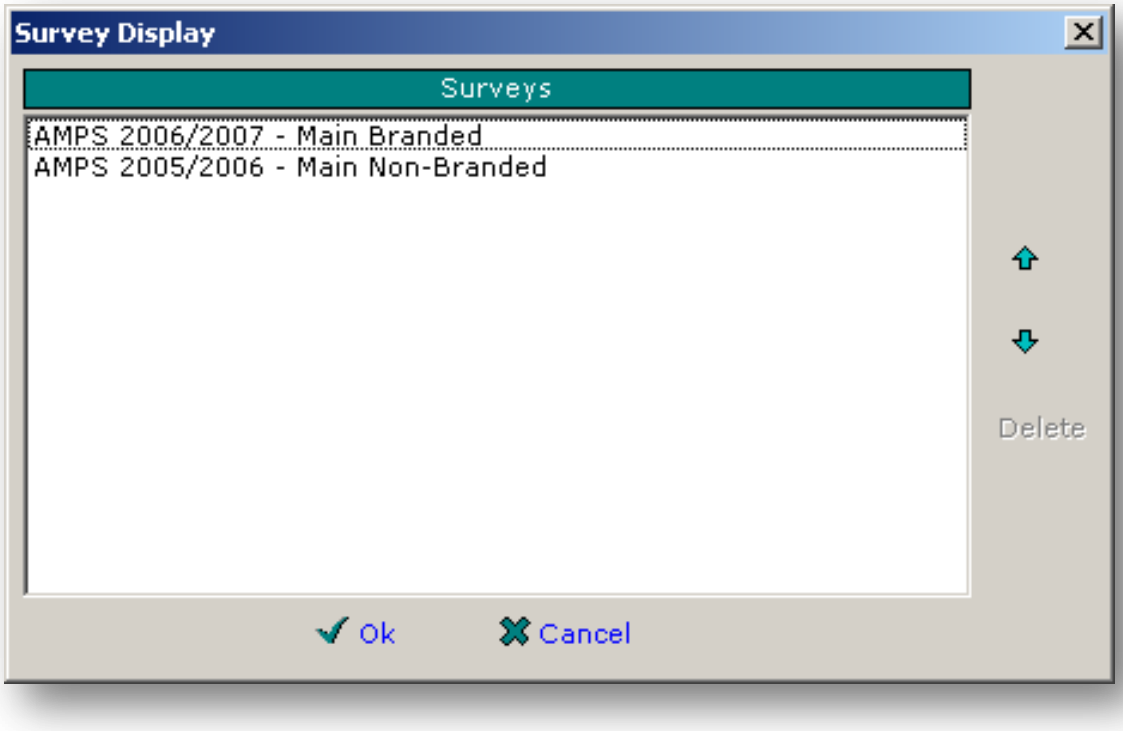
- **Perform Calculation against all**
  - If ticked on, this will calculate all surveys in two ways:
    1. **Against a base:** The user can select which survey is to serve as the base against all the other surveys. This is done by selecting the relevant base survey from the Primary Survey list.
    2. **Against a previous:** If this is selected, each survey will be trended against the previous survey in the Primary Survey list. e.g. In the example below 2007A6 will automatically be trended against 2006A6.
  - If ticked off, this will calculate the second selected survey against the first. This option will only calculate two surveys at a time. To trend more than 2 surveys, click on **More Options** and select the surveys you want to trend. For example, to trend A01BP on A01AP, click on A01BP in Primary Survey, click on A01AP in Survey to Subtract and click on A01AP in Dividend.



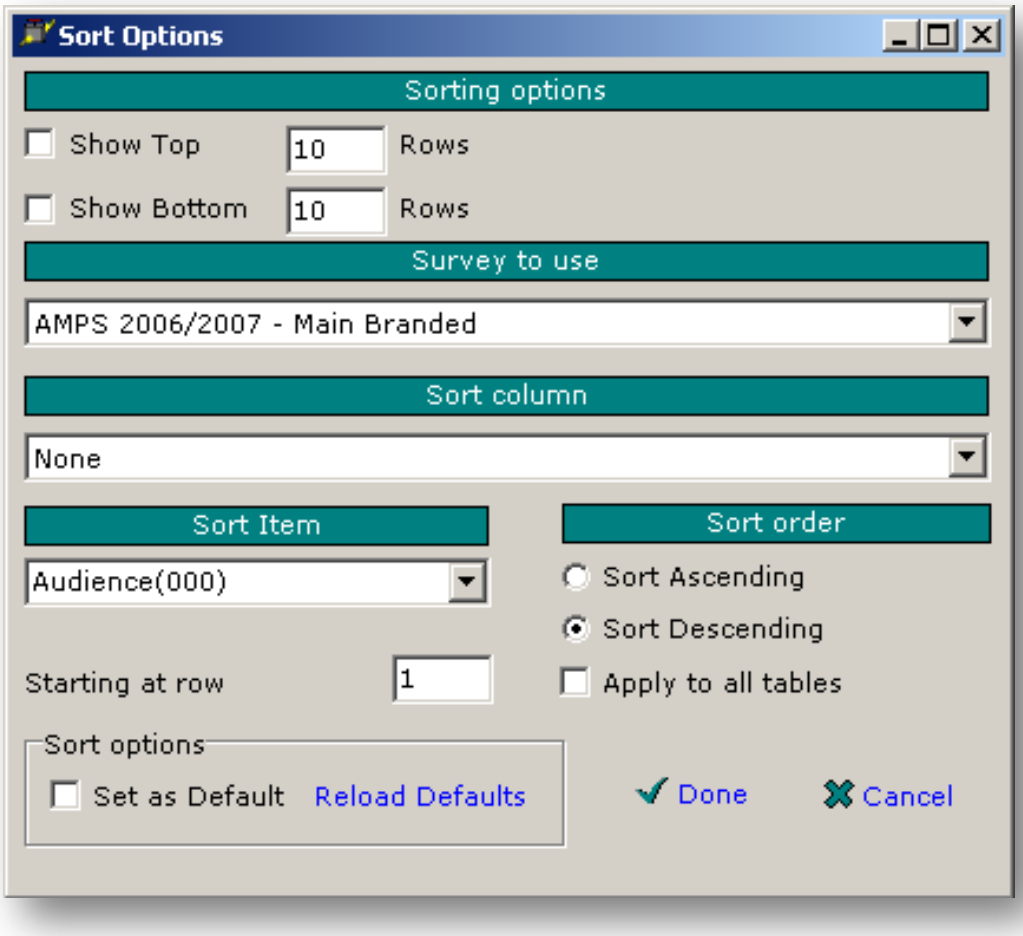
		AMPS 2006/2007 - Main Branded Total	AMPS 2005/2006 - Main Non-Branded Total	AMPS 2006/2007 - Main Branded Men	AMPS 2005/2006 - Main Non-Branded Men	AMPS 2006/2007 - Main Branded Women	AMPS 2005/2006 - Main Non-Branded Women
Total	Audience(000)	3,074	3,051	1,505	1,493	1,569	1,558
	Resps	3,340	3,338	1,666	1,665	1,674	1,673
	%Col	100.00	100.00	100.00	100.00	100.00	100.00
	%Row	100.0	100.0	48.9	48.9	51.1	51.1
	Index	100.0	100.0	100.0	100.0	100.0	100.0
16-24	Audience(000)	623	618	313	311	310	307
	Resps	805	817	461	461	344	356
	%Col	20.27	20.25	20.81	20.79	19.76	19.74
	%Row	100.0	100.0	50.2	50.3	49.8	49.7
	Index	100.0	100.0	102.7	102.7	97.5	97.4
25-34	Audience(000)	700	695	353	350	348	345
	Resps	561	580	268	269	293	311
	%Col	22.78	22.77	23.44	23.43	22.15	22.14
	%Row	100.0	100.0	50.4	50.4	49.6	49.6
	Index	100.0	100.0	102.9	102.9	97.2	97.2
35-49	Audience(000)	965	958	478	475	487	483
	Resps	886	844	407	398	479	446
	%Col	31.40	31.38	31.79	31.77	31.02	31.01
	%Row	100.0	100.0	49.6	49.6	50.4	50.4
	Index	100.0	100.0	101.2	101.2	98.8	98.8
50+	Audience(000)	785	781	361	358	425	422
	Resps	1,088	1,097	530	537	558	560
	%Col	25.55	25.59	23.96	24.00	27.07	27.12
	%Row	100.0	100.0	45.9	45.9	54.1	54.1
	Index	100.0	100.0	93.8	93.8	106.0	106.0

Survey Display Order

This item is valid only if there is more than one survey tabbed. Then the survey displayed and the order of display can be selected within this dialog box. Calculations created under Calculations can be removed from here.



Sort: Advanced sorting

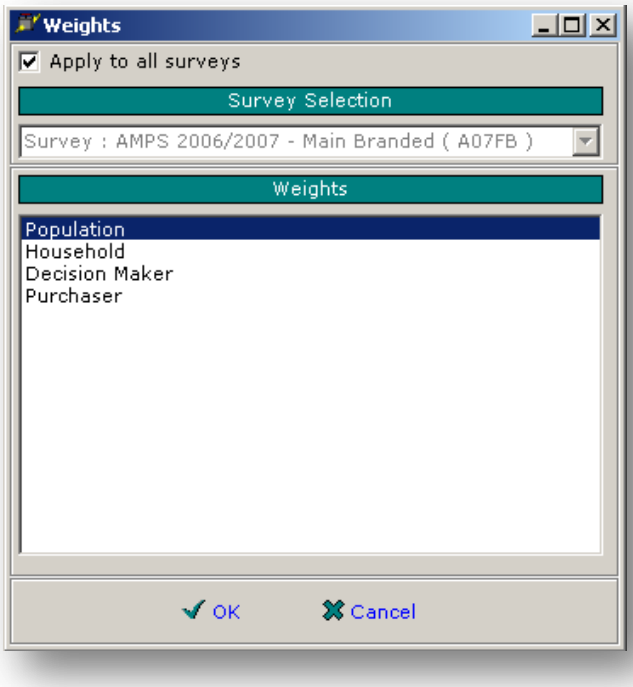


Weighting

In general, the application of ration estimation to adjust in-tab sample data from samples so that the weighted sample is in balance with the universe for various household / persons characteristics.

The way that questions are asked will affect the weights used. In general there are four weights:

1. Population
2. HouseholdHousehold Decision Maker
4. Household Purchaser



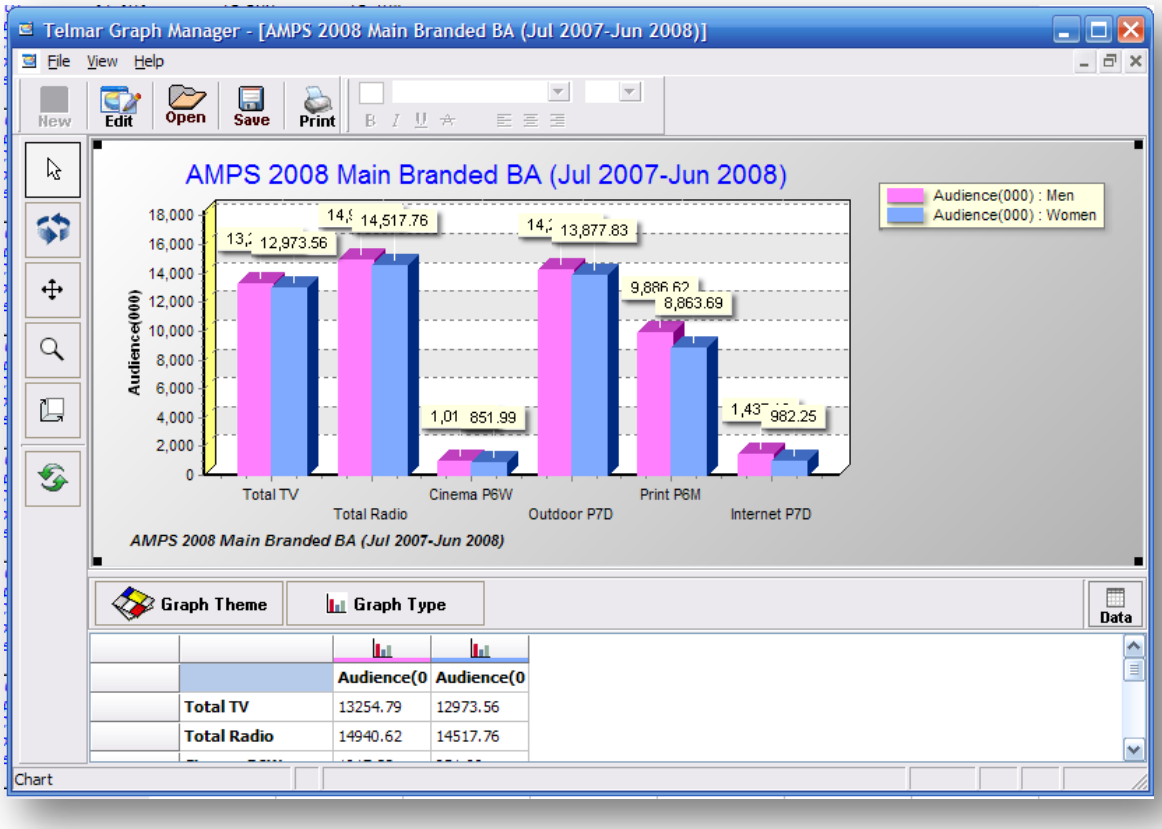
- **Population:** This weight is used for questions that are directed at the individual in the questionnaire. The question normally includes the word **PERSONALLY or YOU.** For example: How old are you?
- **Household:** The weight is used for questions that refer to the household and is used with regard to certain products such as having a stove in the home.
- **Decision Maker:** If the analysis is to be done to establish media usage or other personal demographics for ”household” questions then the Household Decision Maker Weight should be used after filtering on the HH Decision Maker (Male Head of Household or Female Housewife). The wording of the question and the purpose of the analysis determines whether analysis by Household Decision Maker Weight is meaningful.
- **Purchaser:** Any respondent of either sex who claims to be solely or partly responsible for the household purchases. These respondents weighted to households, form the basis of the values relating to household FMCG categories.

Graphing

Telgraph

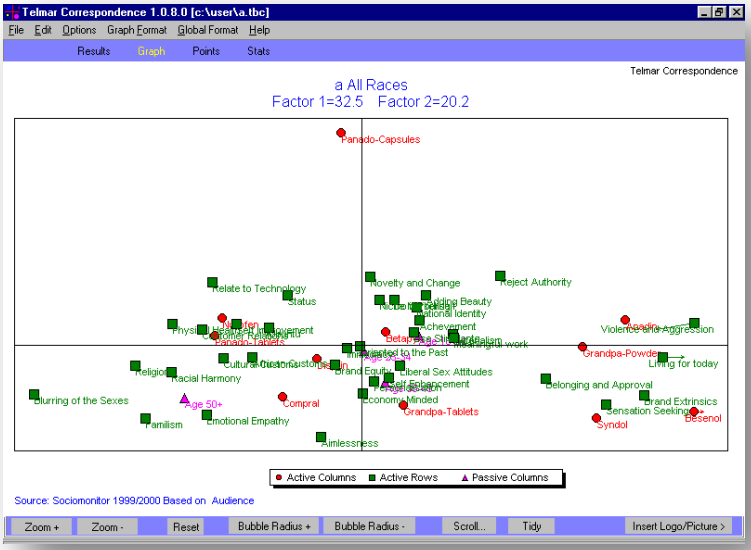
The user needs to create a normal crosstab run. In the actual grid, the user highlights the area that needs to be graphed by clicking and dragging. Note: When clicking and dragging, release the mouse button within the last block that needs to be part of the graph.

After highlighting the area, the user now need to specify what needs to be graphed by selecting the relevant data item and then the required type of graph. See further notes in Telgraph manual.

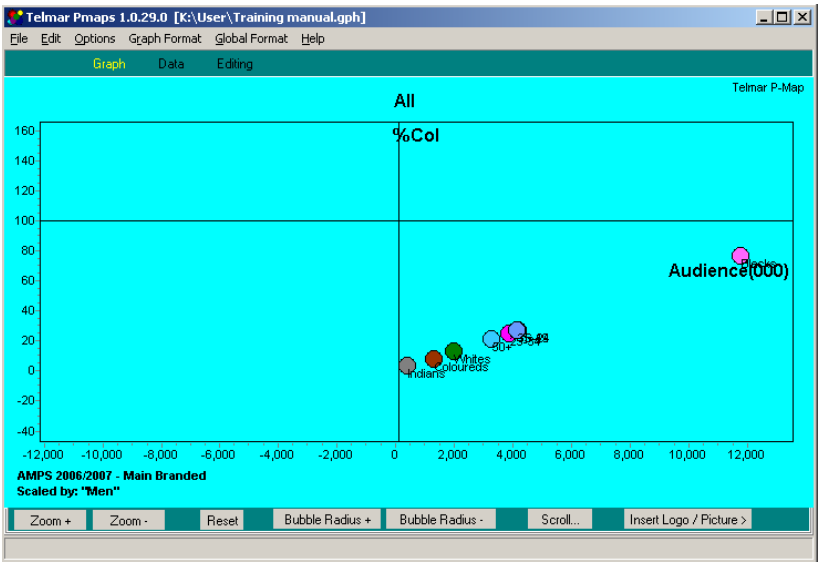


Correspondence:

Telmar's *Correspondence* program offers a pictorial representation of a Crosstab, showing data plotted according to correlation. It's a quick method of summarising a lot of data, and is commonly used for showing brands by lifestyle. *Correspondence* is used to understand a market, understand users of a brand, or to identify potential market gaps. It also identifies the most "discriminating" or "important" lifestyle statements prior to running a cluster.

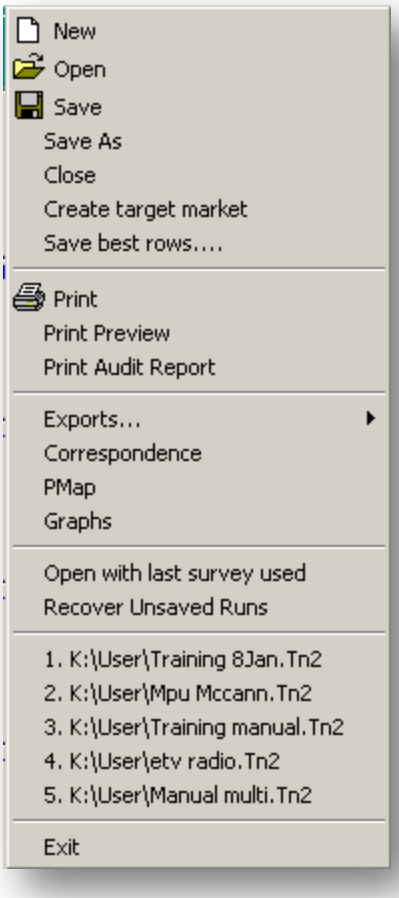


Pmaps:

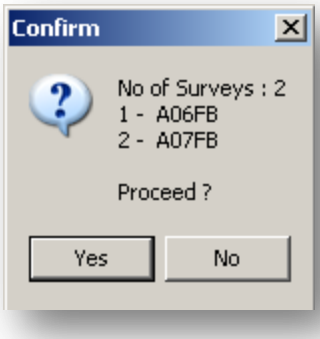


See Pmap manual for creating Pmaps.

File Menu

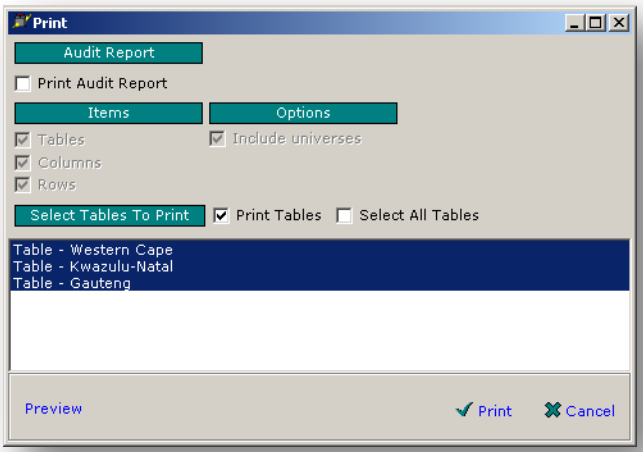


- **New:** Creates a new run
- **Open:** Opens a saved run. When opening a saved run, survey information is displayed and the user is given the option of whether to proceed or not.



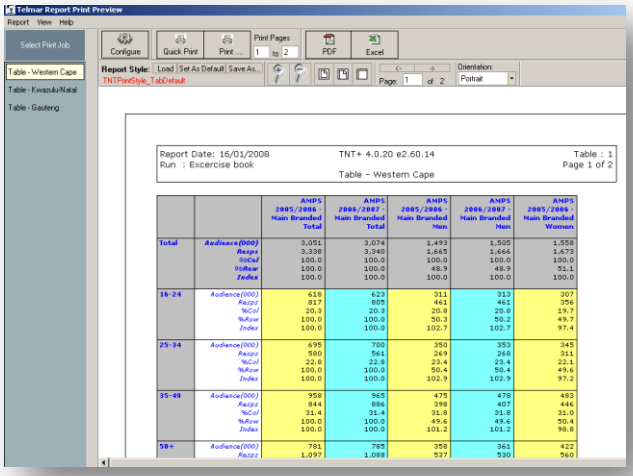
- **Save:** Saves the current run
- **Save As:** Saves a previously saved run with a new name
- **Close:** Closes the current run
- **Create Target market:** This option creates target market files for use in Print Plan. The current run is tabbed as a DEM file and then the Print Plan programme is launched using the selected target market(s).

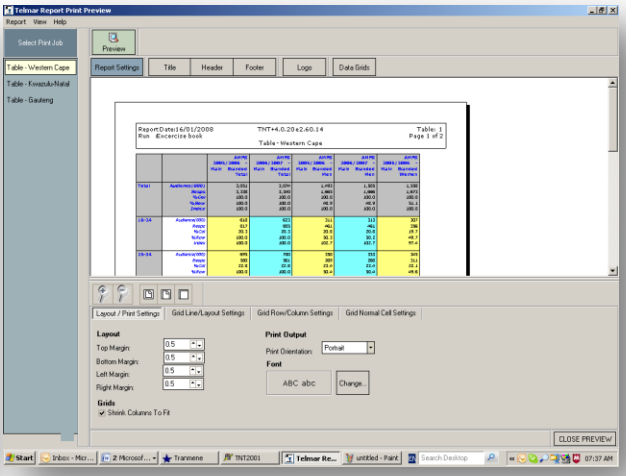
- **Print:** Launches the TNT printing module. You need to select which items to print and also which audiences to print. If there are multiple reports then you must select or deselect which to print



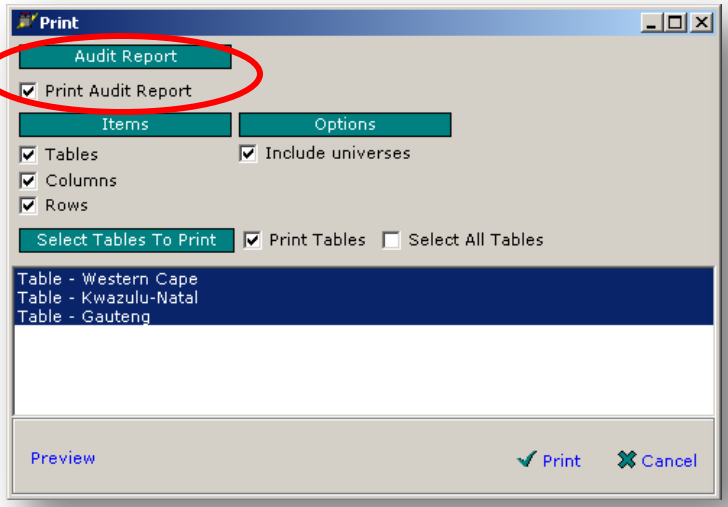
❖ **Print Preview:** Same dialog box appear. Click on Preview (bottom left)

When click on Configure, change eg. Insert a logo, change header or footers, report settings





❖ **Print Audit Report:**



Survey 1: Survey : AMPS 2005/2006 - Main Branded (A06FB)

Tables

	Title	Code	Sample	Projected
1	Western Cape	GNU1	3338	3051
2	Gauteng	GNU8	6349	6360
3	Kwazulu-Natal	GNU5	4493	6337

Survey 1: Survey : AMPS 2005/2006 - Main Branded (A06FB)

Columns

	Title	Code	Sample	Projected
1	Men	MAL	12417	15398
2	Women	FEM	12396	15505

Survey 1: Survey : AMPS 2005/2006 - Main Branded (A06FB)

Rows

	Title	Code	Sample	Projected
1	16-24	AG16	6628	8156
2	25-34	AG25	5279	7419
3	35-49	AG35	6225	8278
4	50+	AG50	6681	7050

Survey 2: Survey : AMPS 2006/2007 - Main Branded (A07FB)

Tables

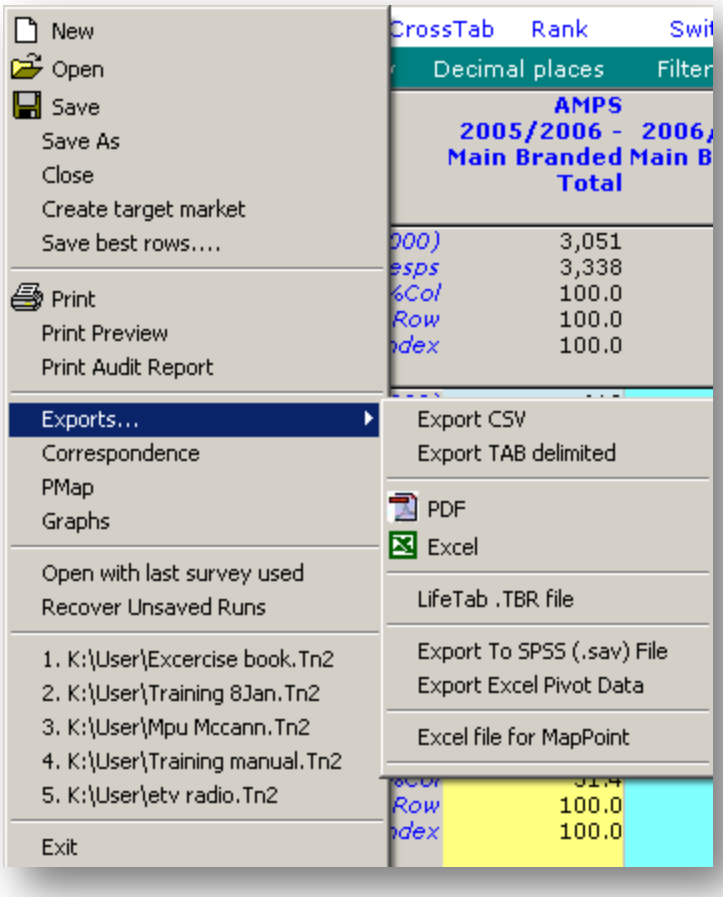
	Title	Code	Sample	Projected
1	Western Cape	GNU1	3340	3074
2	Gauteng	GNU8	6336	6402
3	Kwazulu-Natal	GNU5	4480	6363

Survey 2: Survey : AMPS 2006/2007 - Main Branded (A07FB)

Columns

	Title	Code	Sample	Projected
1	Men	MAL	12405	15501
2	Women	FEM	12407	15608

- **Export:** Exporting can be used in the drop down menu from File or on the Flat tabs.



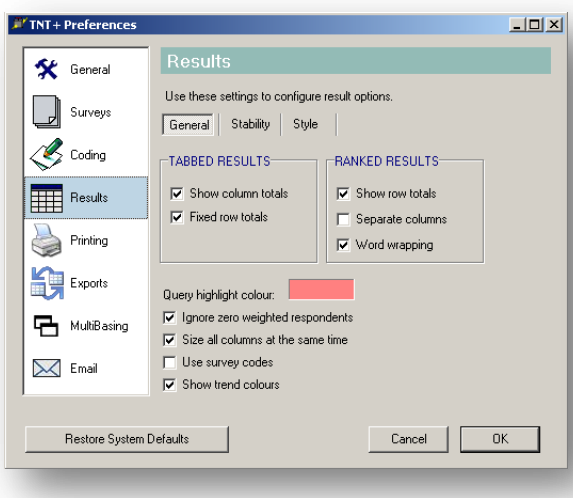
- **Open with last survey used:** TNT will open up all new run with the last survey used
- **Recover unsaved runs:** If something has happened where you could not save the run, this option will recover these runs.
- **List of files last used:** A list of files that was used last, will be shown next to a number

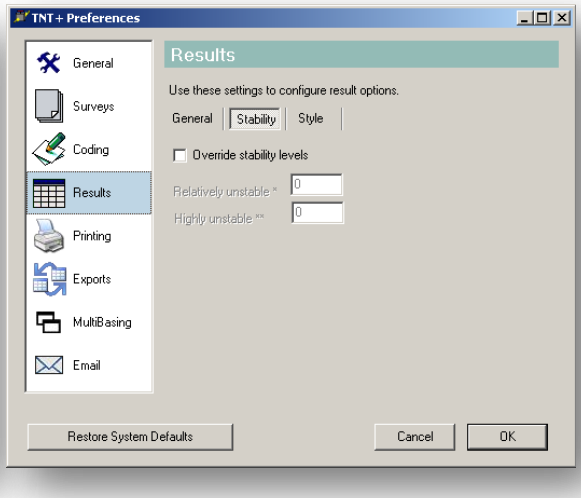
Edit Menu

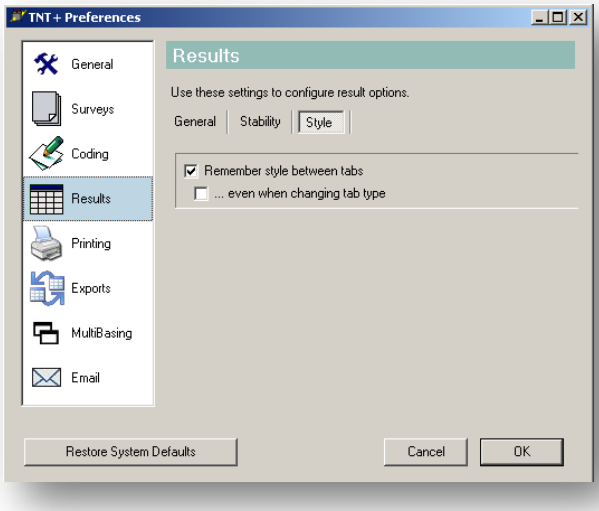
Preferences

Changes made in the Preference Screens will be remembered for future analysis.

Results



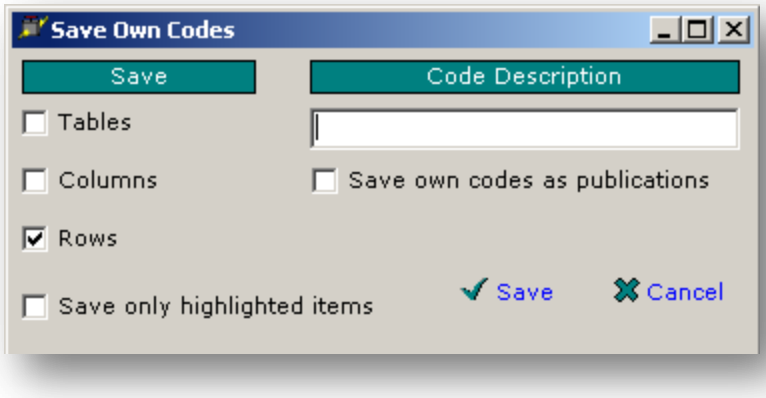




Code Menu

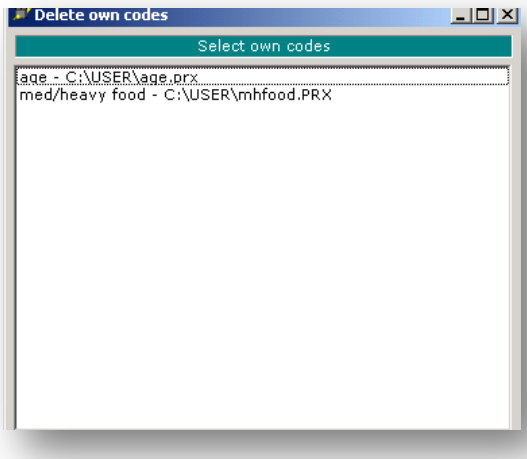
Saving Own Codes

From the menu bar select Codes, Save Own Codes. Tables, Columns or Rows can be selected and given a title. Those codes saved as Own codes will appear in the coding tree



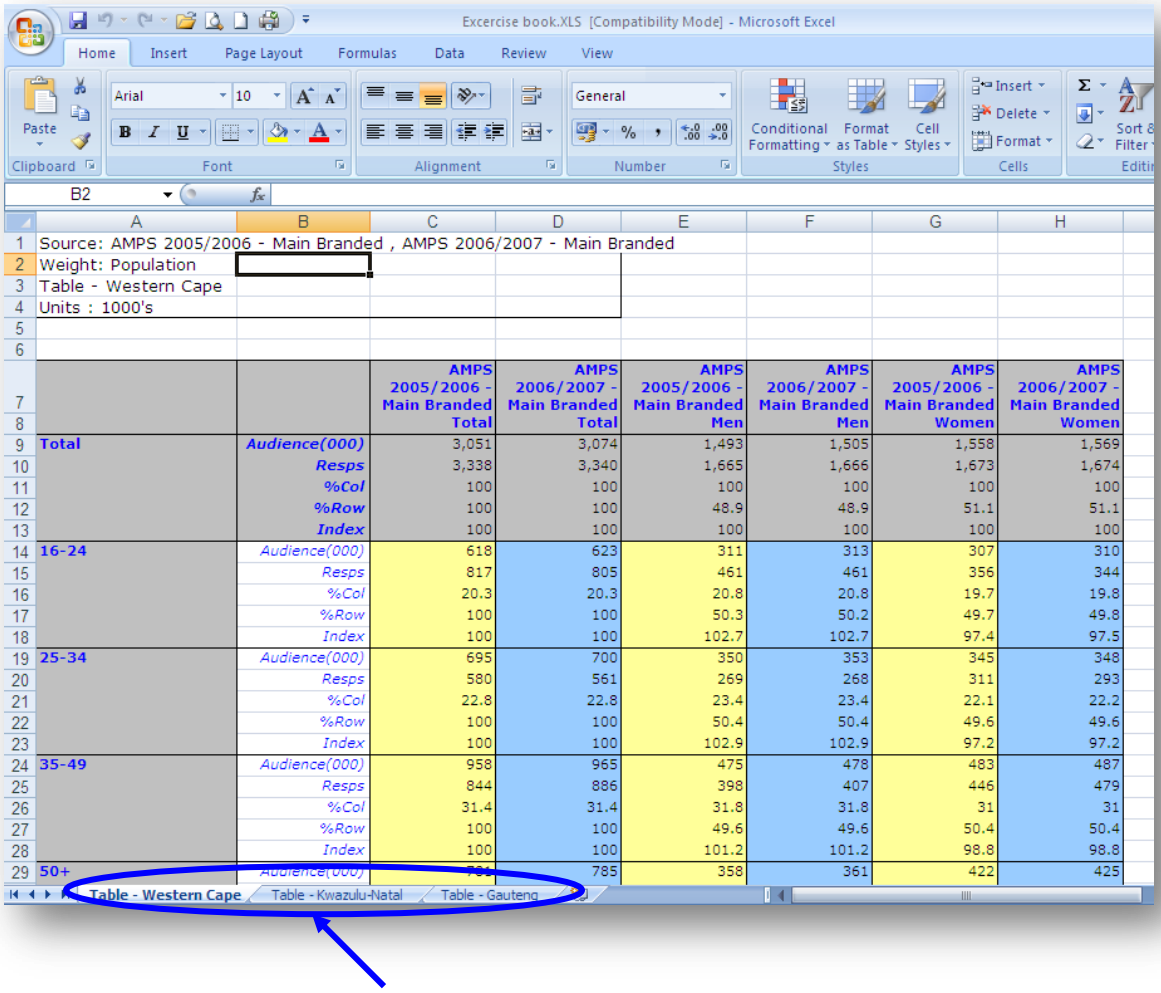
Deleting Own Codes

Within the same item, Codes / Deleting own Codes, is also available for administration purposes.



Export

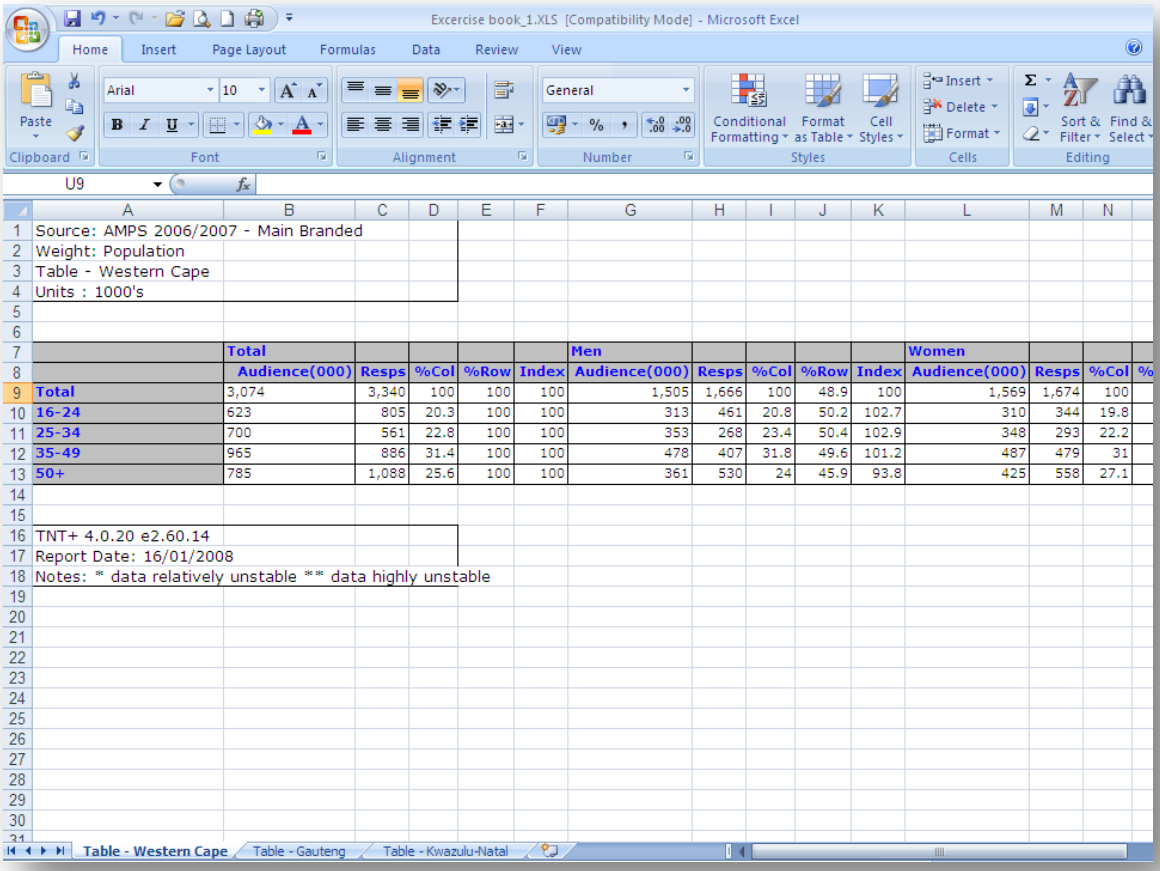
Tab Formats Directly to Excel



			AMPS 2005/2006 - Main Branded Total	AMPS 2006/2007 - Main Branded Total	AMPS 2005/2006 - Main Branded Men	AMPS 2006/2007 - Main Branded Men	AMPS 2005/2006 - Main Branded Women	AMPS 2006/2007 - Main Branded Women
Total	*Audience(000)*		3,051	3,074	1,493	1,505	1,558	1,569
	Resps		3,338	3,340	1,665	1,666	1,673	1,674
	%Col		100	100	100	100	100	100
	%Row		100	100	48.9	48.9	51.1	51.1
	Index		100	100	100	100	100	100
16-24	*Audience(000)*		618	623	311	313	307	310
	Resps		817	805	461	461	356	344
	%Col		20.3	20.3	20.8	20.8	19.7	19.8
	%Row		100	100	50.3	50.2	49.7	49.8
	Index		100	100	102.7	102.7	97.4	97.5
25-34	*Audience(000)*		695	700	350	353	345	348
	Resps		580	561	269	268	311	293
	%Col		22.8	22.8	23.4	23.4	22.1	22.2
	%Row		100	100	50.4	50.4	49.6	49.6
	Index		100	100	102.9	102.9	97.2	97.2
35-49	*Audience(000)*		958	965	475	478	483	487
	Resps		844	886	398	407	446	479
	%Col		31.4	31.4	31.8	31.8	31	31
	%Row		100	100	49.6	49.6	50.4	50.4
	Index		100	100	101.2	101.2	98.8	98.8
50+	*Audience(000)*		784	785	358	361	422	425

Each table is in a different worksheet

Rank Formats Directly to Excel



	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Source: AMPS 2006/2007 - Main Branded													
2	Weight: Population													
3	Table - Western Cape													
4	Units : 1000's													
5														
6														
7		Total					Men					Women		
8		Audience(000)	Resps	%Col	%Row	Index	Audience(000)	Resps	%Col	%Row	Index	Audience(000)	Resps	%Col	%
9	Total	3,074	3,340	100	100	100	1,505	1,666	100	48.9	100	1,569	1,674	100	
10	16-24	623	805	20.3	100	100	313	461	20.8	50.2	102.7	310	344	19.8	
11	25-34	700	561	22.8	100	100	353	268	23.4	50.4	102.9	348	293	22.2	
12	35-49	965	886	31.4	100	100	478	407	31.8	49.6	101.2	487	479	31	
13	50+	785	1,088	25.6	100	100	361	530	24	45.9	93.8	425	558	27.1	
14															
15															
16	TNT+ 4.0.20 e2.60.14														
17	Report Date: 16/01/2008														
18	Notes: * data relatively unstable ** data highly unstable														
19															
20															
21															
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24															
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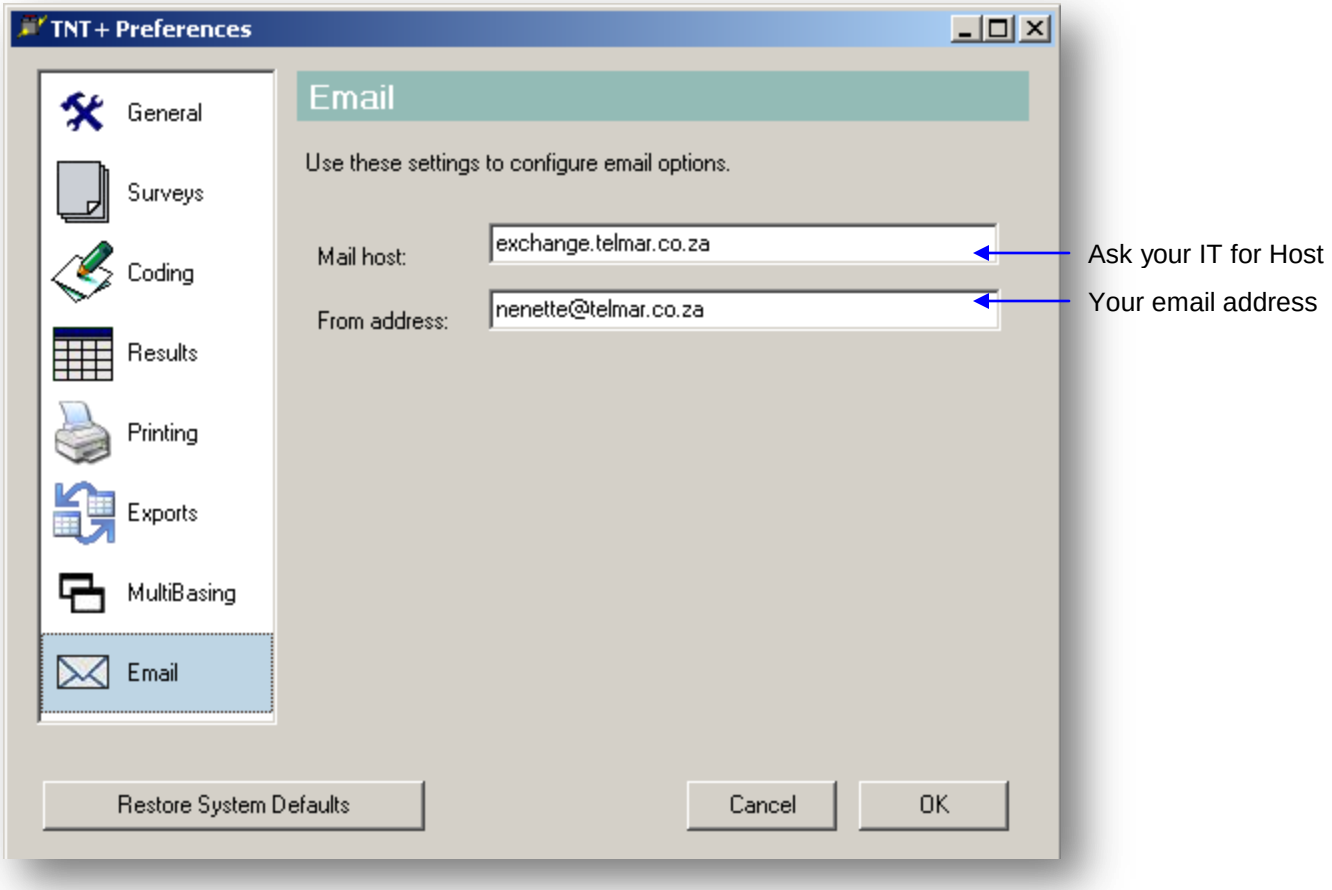
30															

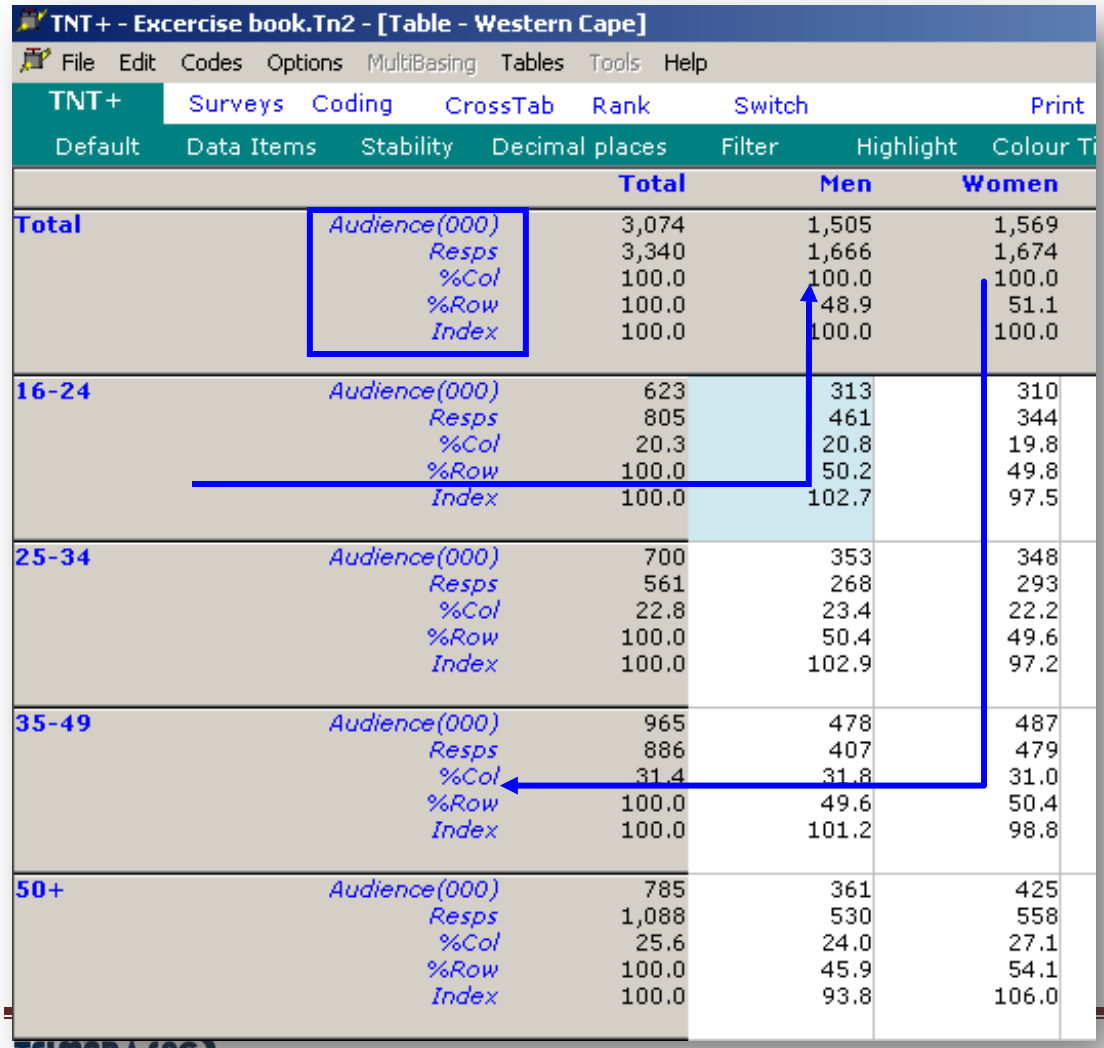
e-Mail

This allows you to send an email either to another TNT user or as an Excel file to non-users. You will have to ensure that your email is set up correctly.

1. Setting up your email. Click on Edit, Preferences and Mail



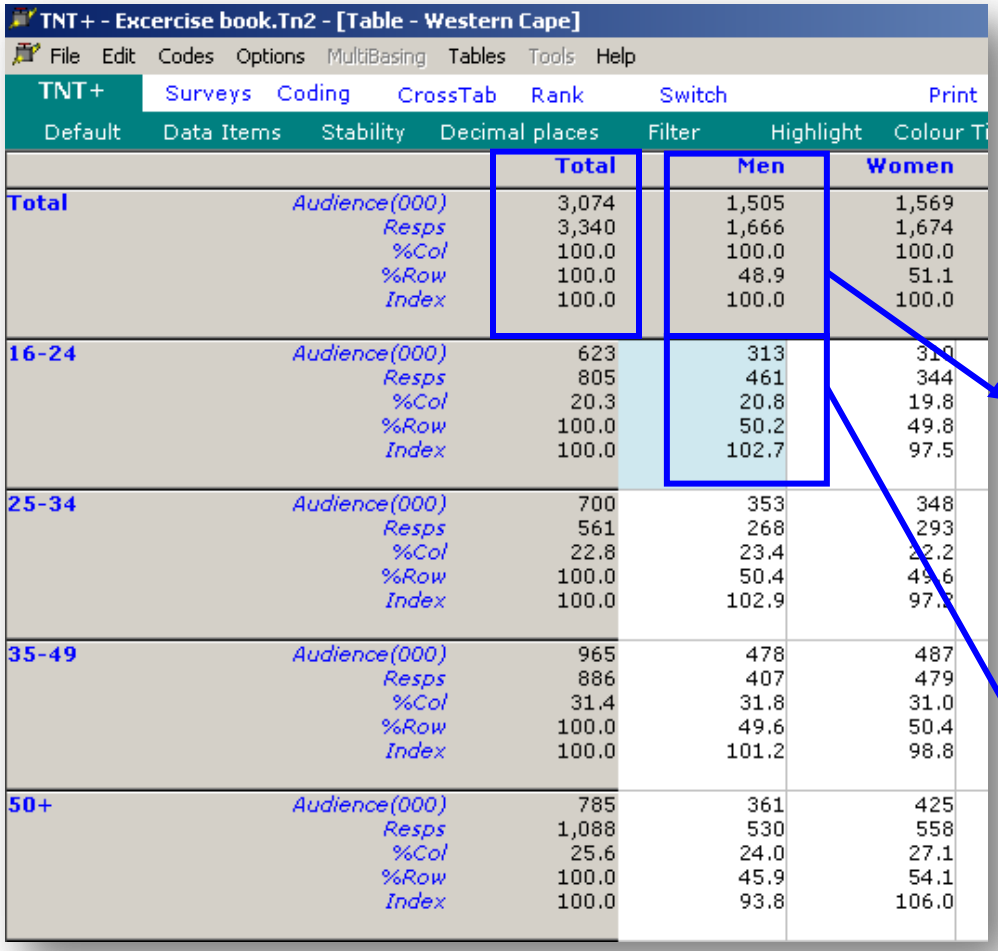
How to read the grid



		Total	Men	Women
Total	Audience(000)	3,074	1,505	1,569
	Resps	3,340	1,666	1,674
	%Col	100.0	100.0	100.0
	%Row	100.0	48.9	51.1
	Index	100.0	100.0	100.0
16-24	Audience(000)	623	313	310
	Resps	805	461	344
	%Col	20.3	20.8	19.8
	%Row	100.0	50.2	49.8
	Index	100.0	102.7	97.5
25-34	Audience(000)	700	353	348
	Resps	561	268	293
	%Col	22.8	23.4	22.2
	%Row	100.0	50.4	49.6
	Index	100.0	102.9	97.2
35-49	Audience(000)	965	478	487
	Resps	886	407	479
	%Col	31.4	31.8	31.0
	%Row	100.0	49.6	50.4
	Index	100.0	101.2	98.8
50+	Audience(000)	785	361	425
	Resps	1,088	530	558
	%Col	25.6	24.0	27.1
	%Row	100.0	45.9	54.1
	Index	100.0	93.8	106.0

- **Audience:** Always read in '000
- **Resps:** Respondents. This is the amount of people that answered the question positive. Read this as you see it (do not add 000)
- **%Col:** Reading it by starting with the column heading and read it downwards
- **%Row:** Reading it by starting with the row heading and read it upwards.
- **Index:** Base is 100. A percent in relation to a norm of 100. For instance, a 123 Index means that a number is 23% higher than the norm. An 83 index means that a number is 17% below the norm.

How to read the grid



		Total	Men	Women
Total	Audience(000)	3,074	1,505	1,569
	Resps	3,340	1,666	1,674
	%Col	100.0	100.0	100.0
	%Row	100.0	48.9	51.1
	Index	100.0	100.0	100.0
16-24	Audience(000)	623	313	310
	Resps	805	461	344
	%Col	20.3	20.8	19.8
	%Row	100.0	50.2	49.8
	Index	100.0	102.7	97.5
25-34	Audience(000)	700	353	348
	Resps	561	268	293
	%Col	22.8	23.4	22.2
	%Row	100.0	50.4	49.6
	Index	100.0	102.9	97.2
35-49	Audience(000)	965	478	487
	Resps	886	407	479
	%Col	31.4	31.8	31.0
	%Row	100.0	49.6	50.4
	Index	100.0	101.2	98.8
50+	Audience(000)	785	361	425
	Resps	1,088	530	558
	%Col	25.6	24.0	27.1
	%Row	100.0	45.9	54.1
	Index	100.0	93.8	106.0

- **Total:** The total population
  - There are 31,109,000 adults in the population
  - 24,812 people where interviewed, which are grossed up to represent the population

Now starting with the men column. Reading the grey block.

- **Audience:** There are 15,501,000 men in the population
- **Respondents:** 12,405 men where interviewed
- **%Row:** 49.8% of the total population are men

- **Audience:** 4,190,000 men are between 16-24 years old
- **Respondents:** 3,808 men said yes, they are between the ages of 16-24 years old
- **%Col:** 27% of men are between 16-24 years old
- **%Row:** 51% of all 16-24 year old are men.
- **Index:** 2.4% higher than the norm.

How do I..?

Trend surveys

Select the surveys that needed to be trended

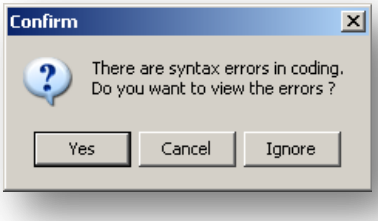
In order to select more than 1 survey, click Multi Survey selection

In selecting the survey, either double click or highlight the ones needed and click on the arrow button

Select the columns & rows that is required

CrossTab or Rank Report

If a question was not in one survey, will get following error - click on "Ignore" to continue



Result Screen

TNT+ Surveys Coding CrossTab Rank Switch Print Excel PDF Em

Default Data Items Stability Decimal places Filter Highlight Colour Tiles Calculations Survey order Sort

		AMPS 2005A6 - Main Total	AMPS 2006A6 - Main Branded Total	AMPS 2007A6 - Main Branded Total	AMPS 2005A6 - Main Men	AMPS 2006A6 - Main Branded Men	AMPS 2007A6 - Main Branded Men
Total	Audience(000)	30,656	30,903	31,109	15,218	15,398	15,501
	Resps	12,408	12,405	12,407	6,213	6,204	6,201
	%Col	100.0	100.0	100.0	100.0	100.0	100.0
	%Row	100.0	100.0	100.0	49.6	49.8	49.8
	Index	100.0	100.0	100.0	100.0	100.0	100.0
P12M	Audience(000)		2,355	2,815		1,361	1,622
	Resps		1,668	1,921		939	1,108
	%Col		7.6	9.0		8.8	10.5
	%Row		100.0	100.0		57.8	57.6
	Index		100.0	100.0		116.0	115.6
P4W	Audience(000)	1,902	2,037	2,380	1,085	1,151	1,375
	Resps	1,369	1,445	1,678	774	804	971
	%Col	6.2	6.6	7.7	7.1	7.5	8.9
	%Row	100.0	100.0	100.0	57.0	56.5	57.8
	Index	100.0	100.0	100.0	114.8	113.4	115.9
P7D	Audience(000)	1,550	1,718	2,028	885	980	1,188
	Resps	1,144	1,225	1,436	653	686	835
	%Col	5.1	5.6	6.5	5.8	6.4	7.7
	%Row	100.0	100.0	100.0	57.1	57.0	58.6
	Index	100.0	100.0	100.0	115.0	114.4	117.6
Yesterday	Audience(000)	1,008	1,107	1,317	580	633	795
	Resps	772	796	943	442	442	558
	%Col	3.3	3.6	4.2	3.8	4.1	5.1
	%Row	100.0	100.0	100.0	57.5	57.2	60.4
	Index	100.0	100.0	100.0	115.8	114.8	121.2

R-click on column title to sort

Glossary

A

Adults

A person over the age of 16 years, as defined by AMPS.

AMPS

The **A**ll **M**edia & **P**roduct **S**urvey examines the readership, listenership, television and cinema viewing levels, as well as product & service consumption usage and purchase habits.

F

Frequency

The number of times, on average, that a person within the target market is supposed to have been exposed to the advertiser's message.

Freq = Cumulative total of ratings (Total Unduplicated Audience) ÷ Reach%

H

Household

One person or a group of persons, usually but not always members of one family, who live together and whose expenditure on food and other household items is jointly managed. Boarders or lodgers may be included as members of a household provided that they have at least one main meal a day communally. Resident domestic servants are excluded and regarded as forming a household of one or more persons in their own right.

Household decision maker weight

If the analysis is to be done to establish media usage or other personal demographics for *"household" questions then the Household Decision Maker Weight should be use d*after filtering on the HH Decision Maker (Male Head of Household or Female Housewife). The wording of the question and the purpose of the analysis determines whether analysis by Household Decision Maker Weight is meaningful.

Household purchaser

Any respondent of either sex who claims to be solely or partly responsible for the household purchases. These respondents weighted to households, form the basis of the values relating to household FMCG categories.

Household Weight

The weight is used for questions that refer to the household and is used with regard to certain products such as having a stove in the home.

Household weights can only be used on the following demographics:

1. Household Income
2. Geographical Location
3. Living Standards Measures

Housewife

A housewife is the female household purchaser only. The term Housewife does not imply that she does not work.

I

Impact

The relative degree of assumed awareness, or measured ad noting, achieved by a particular creative execution in ant given medium.

Index

A percent in relation to a norm of 100. For instance, a 123 Index means that a number is 23% higher than the norm. An 83 index means that a number is 17% below the norm.

LSM

Living **S**tandard **M**easurement is one type of segmentation tool based on wealth, access and geographic indicators. Wealth is used and dependable differentiator and the AMPS variables are particularly suited to this

P

Population

Also Universe. Group of persons being investigated form which some are selected in a systematic fashion to form a sample.

Population weight

This weight is used for questions that are directed at the individual in the questionnaire. The question normally includes the word **PERSONALLY or YOU.** For example: How old are you?

Psychographics

1) The classification of people in the audience of media on the basis of their personality characteristics and attitudes which impact on their life-styles and product purchasing behaviour – see Life Style and demographics.
2) A method of population segmentation based on attitudes, values, beliefs and lifestyles

R

Reach

The number of persons within your target market, who are exposed to the advertiser's message at least once. This is usually reflected as a percentage and is often referred to as coverage or cover.

$$Reach = \frac{No.\ of\ Readers\ /\ Viewers\ /\ Listeners}{Number\ of\ targeted\ consumers} \times 100$$

S

SAARF

South **A**frican **A**dvertising **R**esearch **F**oundation. Conducts advertising research on behalf of the advertising industry.

SABRE

South **A**frican **B**usiness **R**esearch **E**valuation. A media research survey specifically aimed at the business market.

Sample

In statistics, a group of individuals, regarded as representative of a whole population, that are selected for study / questioning.

Sample Area

In research, the geographical area within which a respondent sample is obtained.

Sample Error

In statistics, the deviation between the observed characteristics of a sample and the characteristics of the population from which it is drawn; inherent in all samples and inversely related to sample size.

Solus

A guaranteed position as the only ad on a page or in a commercial break.

W

Weighting

In general, the application of ration estimation to adjust in-tab sample data from samples so that the weighted sample is in balance with the universe for various household / persons characteristics.

The way that questions are asked will affect the weights used. In general there are four weights:

- Population
- Household
- Household Decision Maker
- Household Purchaser